News Release

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Support 2nd Chance 4 Pets through Kroger Community Rewards, Amazon Smiles and PayPal Giving Fund

LOS GATOS, Calif. (August 1, 2015) — 2nd Chance 4 Pets is pleased to promote its partnerships with Kroger Community Rewards, Amazon Smiles, and PayPal Giving Fund. These programs allow supporters to contribute to 2nd Chance 4 Pets simply by shopping with Kroger, Amazon.com and eBay.

Kroger Community Rewards (www.kroger.com/communityrewards) allows 2nd Chance 4 Pets’ supporters to donate every time they use their Kroger Plus Card. To participate, Kroger customers create an account at www.kroger.com/communityrewards using their Plus Card number. Next, they select “Enroll Now” and search for 2nd Chance 4 Pets or enter 68063. Customers without a Kroger card can sign up online (www.kroger.com/communityrewards) or at their local Kroger store. 2nd Chance 4 Pets will receive a donation each time the customer uses their card.

Amazon Smiles (www.smile.amazon.com) donates 0.5% of each Amazon.com sale to 2nd Chance 4 Pets from supporters who log into their Amazon.com account and use the website link: www.smile.amazon.com/ch/13-4280812. Shoppers will see a “pop-up” box confirming that their purchases will result in a donation to 2nd Chance 4 Pets. Supporters can bookmark the link (www.smile.amazon.com/ch/13-4280812) and use it every time they shop on Amazon.com.

PayPal Giving Fund (www.paypalgivingfund.org) provides eBay sellers the opportunity to donate part of the final sale price of an item to 2nd Chance 4 Pets. The donation amount, between 10% and 100% of the purchase price, is discounted from the seller’s fee. Sellers can list
auction items on 2nd Chance 4 Pets’ Giving Work’s page (http://givingworks.ebay.com/charity-auctions/charity/2nd-chance-4-pets-an-all-volunteer-nonprofit-animal-welfare-advocacy-group/27179/) and allocate a percentage of the proceeds to the organization. Since 2009 more than 400 eBay sellers have signed up to support 2nd Chance 4 Pets with proceeds from their online sales resulting in more than $12,500.

eBay shoppers can also support 2nd Chance 4 Pets by purchasing items from the 2nd Chance 4 Pets’ Giving Works page (http://givingworks.ebay.com/charity-auctions/charity/2nd-chance-4-pets-an-all-volunteer-nonprofit-animal-welfare-advocacy-group/27179/). Items are tagged with a “Giving Works” ribbon and list the donation amount. Shoppers can search for 2nd Chance 4 Pets at http://givingworks.ebay.com/charity-auctions/my-causes.

**About 2nd Chance 4 Pets**
The mission of 2nd Chance 4 Pets is to reduce the number of pets unnecessarily surrendered to animal shelters each year due to the death or incapacity of their human companions. 2nd Chance 4 Pets is a nonprofit, 501(c)(3), all-volunteer organization. The organization works nationwide to provide pet owners with comprehensive information and lifetime care solutions for their pets. Please visit www.2ndchance4pets.org for more information.

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