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NEWLY NAMED PETCO LOVE INVESTS IN VALLEY HUMANE SOCIETY'S LIFESAVING WORK *Grant of \$1500 Will Help Save More Pet Lives in Tri-Valley*

PLEASANTON, California—April 27, 2021—Valley Humane Society announced today a \$1500 grant investment from the newly named, Petco Love, to support their lifesaving work for animals in the Tri-Valley area.

Petco Love is a nonprofit leading change for pets nationally by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since their founding in 1999 as the Petco Foundation, they've empowered organizations with nearly \$300 million invested to date in adoption and other lifesaving efforts. And, they've helped find loving homes for more than 6.5 million pets in partnership with Petco and more than 4,000 organizations, like ours, nationwide.

"Today Petco Love announces an investment in Valley Humane Society and hundreds of other organizations as part of our commitment to create a future in which no pet is unnecessary euthanized," said Susanne Kogut, President of Petco Love. "Our local investments are only one component. This month, we will also launch the first of our national tools to empower all animal lovers to drive lifesaving change right alongside us."

"Much of our work centers on keeping dogs and cats out of the shelter in the first place. This generous grant from Petco Love will help Valley Humane take a big step toward ensuring lost animals are recovered by the families who love them, instead of ending up in the system. We are so grateful for the support of Petco Love in creating lifesaving resources within our community," said Melanie Sadek, Valley Humane Society's Executive Director.

Valley Humane Society is a Pleasanton-based nonprofit organization creating a brighter future for cats and dogs by encouraging and strengthening the bond between people and pets. In 2020, Valley Humane Society rehomed 915 animals, an increase of 29% over the previous year, while simultaneously decreasing by 37% the average amount of time animals spent awaiting adoption. Valley Humane also met a 400% rise in demand from people needing assistance feeding their pets through its AniMeals pet food pantry.

For more information about Valley Humane Society, visit valleyhumane.org. To learn more about Petco Love, visit petcolove.org.

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About Valley Humane Society

Envisioning a world in which every animal is loved and every person knows the love of an animal, Valley Humane Society (VHS) creates a brighter future for cats and dogs by encouraging and strengthening the bond between people and pets. VHS rescues and rehabilitates companion animals, champions responsible caretaking, shares pets' soothing affections with people in need of comfort, and supports and preserves existing pet-guardian relationships. Whether you'd like to adopt an animal, share your passion for pets, or meet like-minded people, VHS is Your Means to a Friend™.

About Petco Love (Formerly Petco Foundation)

Petco Love is a nonprofit changing lives by making communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing nearly \$300 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide. Today, our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Is love calling you? Visit petcolove.org or follow at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.

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