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For Immediate Release

MEDIA RELEASE: Cats vs. Dogs – the ultimate BFF Battle this Giving Tuesday

Donor Matching up to \$100,000 as Postal Strike threatens fund for animal care

December 2, 2024, Nova Scotia – The Nova Scotia SPCA gets asked all the time, who is the better best friend, a cat or a dog? We can't choose, but you can this GivingTuesday by donating to vote for team cat, team dog, or if you can't choose (like us!) team both!

And this year, thanks to a generous donor in honour of her beloved dog Scamp who recently passed away, donations will be matched up to \$100,000.

"We are grateful that in honouring Scamp hundreds of animals will be helped. What a wonderful way for this anonymous donor to honour their pet and help others. As a charity affected by the Canada Post strike, this will help as we try to replace the donations that we usually receive through mail," says Marni Tuttle, Chief Advancement Officer.

Each shelter has chosen a team captain to represent the dogs and cats that they have up for adoption, and like the SPCA Thrift Stores, will be able to take donations towards a donor's preferred team.

"Each month, the Nova Scotia SPCA takes in about 400 animals," says Tuttle. "They need medical care, food, shelter, and love. This can only happen through the generosity of donors, as the SPCA receives no government-funding for animal care."

There are several ways that donors can vote for their BFF:

- online www.novascotiaspca.ca/catsVSdogs
- by texting any cat 🐱, or dog 🐶 emoji, or if they are team both, paw prints 🐾 to 4-10-10
- in their closest SPCA shelter or thrift store



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About the Nova Scotia SPCA

Proudly following no-kill principles, the Nova Scotia SPCA is a registered charity that helps companion animals in need. Last year, approximately 16,000 pets were helped through animal rescue, progressive programs, and rehoming opportunities. The Nova Scotia SPCA does not receive any government funding for their shelters, so the SPCA relies on community support to help care for local pets in need. To learn more visit www.novascotiaspca.ca.

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