



FOR IMMEDIATE RELEASE

MEDIA RELEASE

## **Astounding Jackpot Grows for Humane Society of Kitchener Waterloo & Stratford Perth's Taylor Swift 50/50 Draw**

**KITCHENER & STRATFORD, ONTARIO – October 22, 2024:** Excitement is building as The Humane Society of Kitchener Waterloo & Stratford Perth's (HSKWSP) Taylor Swift 50/50 draw jackpot reaches a record-breaking total, with over \$100,000 dollars up for grabs. Fans and supporters alike have a unique chance to win big while making a lasting impact on the lives of vulnerable animals in our community.

The 50/50 draw, coinciding with the highly anticipated Taylor Swift Era's tour in Toronto this Fall, has already raised over \$204,840 at time of writing—and the jackpot continues to soar! Half of the proceeds will go to one lucky winner (along with 2 (two) tickets to see Taylor Swift in Toronto on November 15<sup>th</sup>!), while the other half supports vital programs at the Humane Society. The final prize will be drawn at 12:00pm on November 1<sup>st</sup>, 2024, offering fans the perfect combination of thrills and philanthropy.

"The enthusiasm surrounding this draw has been extraordinary," said Victoria Baby, CEO of the Humane Society. "Every ticket sold not only gives participants a shot at a huge prize but also helps fund essential services like our pet adoption programs, veterinary clinic, and community outreach initiatives, which support animals in need across the region."

With the clock ticking down to the end of our Taylor Swift 50/50, the race to increase the jackpot is on! The Humane Society is committed to helping pets and families in 14 regions between Kitchener/Waterloo and Stratford/Perth, and the funds raised from this draw will go directly towards expanding these efforts, which includes the Better Together Capital Campaign. The Better Together campaign focuses on the construction of a new Community Engagement Center, needed renovations to our medical facilities, and expanding outreach to rural areas through our Community Outreach Vehicle.

Tickets are available now at the Humane Society's draw website ([www.humane-society-kw.myshopify.com](http://www.humane-society-kw.myshopify.com)), giving everyone the chance to support a cause close to their hearts and potentially walk away with an incredible prize.

### **Key Details:**

**Current Jackpot:** Over \$100,000 and growing

**Raffle Ends:** 11:59pm Oct 31, 2024

**Draw Date:** 12:00pm Nov 1, 2024

**Where to Buy Tickets:** [www.humane-society-kw.myshopify.com](http://www.humane-society-kw.myshopify.com)

For more information about the Kitchener Waterloo & Stratford Perth Humane Society, our programs, and upcoming events, visit [www.kwsphumane.ca](http://www.kwsphumane.ca).

Don't miss your chance to win big and support the animals that need us most. Get your tickets today!

*We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001*

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**For more information or for media inquiries please contact:**

Adam Stephens

Director, Marketing & Community Engagement

[adam.stephens@kwsphumane.ca](mailto:adam.stephens@kwsphumane.ca)

647-223-8690

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