



FOR IMMEDIATE RELEASE

MEDIA RELEASE

A Season of Second Chances: Hope for the Holidays Campaign at the Humane Society of Kitchener Waterloo & Stratford Perth

Kitchener-Waterloo, ON – As the holiday season approaches, the KWSP Humane Society is launching its "**Hope for the Holidays**" campaign to ensure that animals in need receive the second chances they deserve. This annual fundraising initiative, the organization's largest of the year, invites the community to make an impact by helping vulnerable animals find safety, care, and loving homes.

Over the past year, countless animals like Honey, Blossom, and Hazel have been rescued, rehabilitated, and rehomed thanks to the generosity of donors. Honey, for instance required critical medical attention due to numerous injuries and conditions including glaucoma. Today, she is thriving in her forever home, bringing joy to her adoptive family. These stories are only possible because of community support, which is especially critical during the holiday season.

"This time of year is about hope and giving, and at the KWSP Humane Society, hope means providing a second chance to every animal in need," said Victoria Baby, CEO of the KWSP Humane Society. "Every donation, no matter the size, helps transform lives—like Roza, a six-month-old puppy recovering from a femoral fracture in foster care. Your support ensures that animals like Roza receive the care and love they deserve."

There are several different ways in which you can support animals this year:

- Spread some hope, love and joy by opening your hearts and homes and **adopt** an animal in need.
- **Extend** a loving hand and give the gift of time this year! Make pet blankets with friends and family, run a food and supply drive, or host your own fundraiser.
- **Give** a one-time donation or become a monthly donor.
- **Gift** an item from HSKWSP's wish list and make an animal very happy this holiday season!

The KWSP Humane Society invites individuals, families, and businesses to join in making this holiday season truly special for the animals who need it most. Due to the Canada Post strike that is underway, we recommend that donations be made online at www.kwsphumane.ca/events/hope-for-the-holidays. This will ensure that the generous donations of our community provides the vital care to our animals as quickly as possible. Together, we can make the holidays a season of hope and love—for the animals and the community that supports them.

About the KWSP Humane Society

The KWSP Humane Society is dedicated to improving the lives of animals in Kitchener, Waterloo, Stratford, and Perth. Through rescue, rehabilitation, and community programs, the Humane Society helps thousands of animals each year.

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

For more information or for media inquiries please contact:

Adam Stephens

Director, Marketing & Community Engagement

adam.stephens@kwsphumane.ca

647-223-8690
