



## 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](http://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](http://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](http://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](http://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](http://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](http://www.smile.amazon.com/ch/13-4280812)) and use it every time they shop on Amazon.com.

**PayPal Giving Fund** ([www.paypalgivingfund.org](http://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](http://www.2ndchance4pets.org) for more information.

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