



News Release

Contact: Amy Shever, Director
2nd Chance 4 Pets
1484 Pollard Road, No. 444
Los Gatos, CA 95032
Tel: (408) 871-1133
E-mail: pr@2ndchance4pets.org

2nd Chance 4 Pets Featured in Best Friends Animal Society's First Home Forever Home Campaign

LOS GATOS, Calif. (June 8, 2010) The Best Friends Animal Society's First Home Forever Home campaign featured 2nd Chance 4 Pets in an article that addresses the question: "What happens to your pets if you die?" This key question prompted the creation of 2nd Chance 4 Pets in 2004. After reading about the large number of pets left homeless in the wake of the September 11th attacks, Amy Shever began researching lifetime care options for her pets should she pass away. Understanding the importance of this subject, she created 2nd Chance 4 Pets, a nonprofit organization dedicated to educating pet owners on how to make lifetime care arrangements for their pets.

In the article, Amy mentions that when she was an animal shelter volunteer in the 1980's, she saw pets brought in because their owners had passed away without providing for their future care. She said those pets "were not like regular (shelter) animals. They would curl up, wouldn't eat and became despondent. They were often the first animals to be euthanized when the shelter was full." Amy has three important messages for pet owners: find a caregiver committed to caring for your pets should you be unable to, provide written instructions regarding your pets and have a financial plan to fund your pet's future care.

Writer, Maryanne Dell, notes in the article that 2nd Chance 4 Pets has a wealth of information that makes the tough task of after-life planning a little easier. This includes literature that breaks the process down into steps, links to plans and paperwork.

The Best Friends Animal Society's First Home Forever Home campaign focuses on all aspects of helping people make and honor lifetime commitments to their pets. Through education, intervention and action, the campaign provides guidance and resources to help people care for their pets and keep them as loved members of their families. Best Friends Animal Society's active membership currently includes over 300,000 households across the United States.

About 2nd Chance 4 Pets

The mission of 2nd Chance 4 Pets is to reduce the number of pets unnecessarily euthanized each year due to the death or disability 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. For more information, visit www.2ndchance4pets.org.

About Best Friends Animal Society

Best Friends Animal Society is a nonprofit membership organization building no-kill programs and partnerships that will bring about a day when there are No More Homeless Pets. The society's leading initiatives in animal care and community programs are coordinated from its Kanab, Utah headquarters, which houses the country's largest no-kill sanctuary. This work is made possible by the support of a grassroots network of members and community partners across the nation. For more information, visit www.bestfriends.org.