



News Release

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2nd Chance 4 Pets Recognized by Emma, Receives Lifetime Marketing Award

LOS GATOS, Calif. (December 30, 2013) — 2nd Chance 4 Pets was among 100 national nonprofit organizations selected to receive a lifetime account as part of the Emma 25 program. Every year, Emma 25 awards a number of nonprofit organizations complimentary lifetime e-mail marketing services from Emma. Emma is a Nashville-based email marketing company that strives to make “email marketing technology more accessible to small businesses through a simple interface, stellar design and great customer service.” Both Emma and 2nd Chance 4 Pets focus on making an impact in the community.

To celebrate the tenth year of the program, Emma awarded this service to 100 U.S. nonprofits, including 2nd Chance 4 Pets. Other notable recipients include Portland Parks Foundation, Chris Evert Charities and The Heard Museum.

“Our volunteer team is thrilled to be among the organizations that Emma has selected to receive a lifetime account. Emma’s service will allow us to reach thousands more responsible pet owners and provide resources to help pet owners plan for the possibility that their pets might outlive them. It is truly an honor to partner with Emma in our efforts to save the lives of pets and put an end to pet overpopulation,” stated 2nd Chance 4 Pets’ director Amy Shever.

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 the human companions who care for them. 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 for more information.

About Emma

Emma is an email marketing service that supports the efforts of roughly 40,000 businesses, nonprofits and agencies around the world, including the Atlanta Falcons, Bridgestone and Method. The name “Emma” is short for “email marketing,” and also speaks to the goal of making the Web-based experience more approachable and personal. For more information please visit myemma.com.

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