



News Release

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2nd Chance 4 Pets Featured in *San Francisco Chronicle*

Los Gatos, CA December 20, 2007 – 2nd Chance 4 Pets was listed as a pet lifetime planning authority in the December 15, 2007 edition of the *San Francisco Chronicle*, Northern California's largest circulation newspaper. The article written by Judy Richter, "Owners Encouraged to Care for Pets' Future in Estate Planning", focused on how pet caregivers should incorporate the future care of their pets as part of their estate planning process. Pet caregivers were advised to be very specific about how they want their pets cared for in the event that their pets outlive them.

"It's crucial that pet owners proactively make arrangements for the lifetime care of their pets, whether for short-term emergency situations or should their pets outlive them," said Amy Shever, Director of 2nd Chance 4 Pets. "A little pre-planning can go a long way to providing necessary care and comfort for our animal companions."

Pet caregivers were also encouraged to create care-giving contingency plans in case of a medical emergency, which may leave them unable to alert authorities, friends and family to the presence of companion animals. 2nd Chance 4 Pets provides emergency identification contact cards for pet owners to carry in their wallets or post in their homes to help alert authorities about their pets who need care during an emergency. For more information, please visit www.2ndchance4pets.org.

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 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 The San Francisco Chronicle:

The *San Francisco Chronicle*, was founded in 1865 and acquired by Hearst Corporation in 2000. The *Chronicle*, serves a large region that includes San Francisco, the Silicon Valley, the eastern Bay Area and north to the Napa Valley and beyond. The area has consistently ranked among the leaders in the United States in terms of economic growth, technology and trade. The *Chronicle* offers a variety of editorial and advertising products that meet the many needs of this vibrant and growing area.