



News Release

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2nd Chance 4 Pets Featured in Doggie Aficionado Magazine

LOS GATOS, Calif. (March 17, 2010) – 2nd Chance 4 Pets was featured in the Winter Edition of Doggie Aficionado magazine. The article highlights 2nd Chance 4 Pets’ mission to save pets’ lives by educating pet owners about the importance of planning for the possibility that their pets might outlive them. Dan Vold, the organization’s Volunteer Director of Operations, said that in the aftermath of September 11, 2nd Chance 4 Pets “grew out of a focus on making sure that pet owners have plans in place for their pets.” The nonprofit animal advocacy organization, based in California, provides pet owners, veterinarians and animal care organizations with detailed information and lifetime care solutions to ensure that companion animals are cared for in the event of the death or disability of their pet owner.

Amy Shever, 2nd Chance 4 Pets’ executive director, provided a number of suggestions for pet owners in the article. “Identify caregivers who can care for your pets, maintain written care instructions and set up a finance plan or set aside a fund to cover the care of your pets,” she said.

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 Doggie Aficionado

Doggie Aficionado's mission is to celebrate dogs and the people who love them. It is a quarterly magazine published by Because, Inc. It is distributed to 250,000 readers. Its team is dedicated to the cause of saving dogs and improving the quality of life for all dogs. *To whom much is given, we do believe much is required. We encourage our readers to adopt and rescue.* Website: www.doggieaficionado.com.