



News Release

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

2nd Chance 4 Pets Featured in Special Edition *I Am Friday* Blog Post

LOS GATOS, Calif. (December 31, 2014) – 2nd Chance 4 Pets is featured in a special “New Year’s” edition of the *I Am Friday* blog post. As the year 2015 approaches, Amy Shever, Director of 2nd Chance 4 Pets, discusses the importance of lifetime care planning for your pets with *I Am Friday* and the significance of including your pets as part of your New Year’s resolutions.

The blog can be accessed at <http://iamfriday.me/2014/12/31/the-new-years-resolution-you-must-do/>. The blog considers that 4 to 5 million abandoned and orphaned pets are euthanized each year in the United States. Thousands of family pets are relinquished and euthanized in animal shelters each year simply because their humans died or were too ill to care for them. 2nd Chance 4 Pets encourages pet owners to plan for the possibility that their pets might outlive them to prevent their pets from becoming yet another statistic.

The *I Am Friday* blog asks the question, “What would become of your beloved pets if you were to suddenly die or become disabled?”. *I Am Friday* encourages pet owners to include planning for their pets as part of their New Year’s resolution, following these three important steps as suggested by 2nd Chance 4 Pets: 1. Have a committed caregiver, 2. Have instructions for your pets in writing, 3. Have a finance plan in place.

I Am Friday points out resources available from the 2nd Chance 4 Pets website, “Here’s the great thing about making this an easy New Year’s Resolution, 2nd Chance 4 Pets provides a Pet Care Workbook that walks you through each of these steps and more. Their website is a veritable clearinghouse of information to help you create a sustainable plan for the “What if?” you haven’t thought of until now. Resolve to have a plan for your pets and do it right now. 2nd Chance 4 Pets has all the information (all of it free by the way!) By caring for your pets’ futures you’re ensuring their quality of life and love for their entire lives.”

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. A 501(c)(3) non-profit, all-volunteer organization, 2nd Chance 4 Pets 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 I Am Friday

Friday has been avid dog blogger since November 2011 with over 1,000 followers. Her *Woof* column includes stories of dogs in need of rescue, and inspirational stories of animals that have found loving homes, as well as coverage of community pet adoption events. Friday is a wife, model, actress, and employee who by sharing her stories “makes life better, one Friday at a time.” For more information, please visit www.iamfriday.com.

##