



News Release

For Immediate Release

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2nd Chance 4 Pets Director Appears On Bay Area CNN Headline News

LOS GATOS, CA (February 2006) – 2nd Chance 4 Pets Director Amy Shever was interviewed on Bay Area CNN Headline News. The interview will air on forty five-minute spots over the next several weeks. The non-profit organization is dedicated to eliminating the tragic euthanization of healthy pets due to the death or incapacity of their human companions,

The interview focused on the need for pet owners to make formal arrangements for their pets in the event they pass away or are no longer able to care for their pet. During the interview, Shever pointed out that a lack of awareness of lifetime care planning options results in more than 500,000 animals in the U.S. each year being relinquished to shelters and euthanized.

"It's a huge problem that is hardly recognized," stated Shever. "Pet owners assume they will outlive their pets, and don't realize the tragic consequences of not making plans in case something happens to them first. Our organization focuses on helping pet owners establish emergency plans and select caregivers who are committed to caring for their pets should the owner pass away or become too ill to care for them."

About Comcast Local Edition on CNN Headline News:

Comcast Local Edition (www.norcalcle.com) is a five-minute, studio-based informational

program, airing at 24 and 54 minutes after the hour, every hour on CNN Headline News in Bay Area communities and at 54 minutes after the hour in Fresno. The primary mission of Comcast Local Edition is to provide elected officials, community, non-profit and educational leaders the opportunity to communicate to their key constituents.

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 non-profit, 501(c)(3) all-volunteer organization. They are working nationwide to provide pet owners with comprehensive information and lifetime care solutions, ensuring that their pets will always be provided proper care. For more information visit www.2ndchance4pets.org.

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