

FOR IMMEDIATE RELEASE

March 2, 2009

Animal Mission Kicks Off \$125,000 Spay/Neuter Campaign

Columbia, SC—The Animal Mission, the non-profit support group for The Columbia Animal Shelter, is gearing up for another successful spay/neuter campaign. This incredible outreach initiative reinforces The Animal Mission's goal of long-term reductions in the number of animals entering local shelters, and ultimately reducing the number of animals that must be euthanized each year. The Animal Mission is committed to preventing unwanted litters and is excited to announce its spay/neuter campaign will kickoff March 2, 2009, year three of a seven-year plan.

The free spay/neuter coupons will be included in City of Columbia March water bills being mailed to approximately 120,000 water customers. The coupons can be redeemed at participating Richland County veterinarian offices and at the HSPCA from March 1, 2009 through May 31, 2009.

"In 2008, The Animal Mission invested over \$210,000 in the spay/neuter program which funded 4,250 spay/neuter surgeries," said Jim "Soni" Sonefeld, the group's President. "This year, The Animal Mission will pledge \$125,000 to the spay/neuter effort, so those interested need to act quickly."

The Animal Mission's on-going efforts are made possible by money raised at Party Animals, the organization's annual fundraiser scheduled for March 27th. In addition to funding the spay/neuter program, proceeds also go directly to the care of the shelter animals and the abandoned farm animals living in the shelter's barnyard. The Animal Mission continues to encourage cat and dog adoptions from the Columbia Animal Shelter.

The Animal Mission was founded to provide refuge for lost, unwanted, or mistreated pets and animals, to promote pet adoptions at the City of Columbia Animal Shelter, to enhance conditions and outcomes for shelter-bound animals and to educate people on pet issues and humane treatment of animals.

For more information, call 803.776.PETS or visit www.animalmission.org