



FOR IMMEDIATE RELEASE

MEDIA RELEASE

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## **HELP 'BAKE' A DIFFERENCE FOR ANIMALS THIS JANUARY AND FEBRUARY!**

*BAKE FOR THE ANIMALS FEBRUARY 24<sup>TH</sup> TO MARCH 1<sup>ST</sup>*

**KITCHENER, ONTARIO:** From a day of cupcakes, now to a week of sweets, The Humane Society of Kitchener Waterloo & Stratford Perth (KWSPHS) is updating their sweetest event of the year! Now known as “Bake for the Animals”, the week-long event opens its arms to sweets and baked goods of all kinds. The official event runs from February 24 to March 1, but people are encouraged to get involved anytime leading up to then.

“We had a fabulous response last year and people kept asking if they could bake different treats in support of our animals,” explained Kathrin Delutis, executive director, KWSPHS. “We decided to expand the event to a whole week and ALL sweets! We can’t wait to see what everybody whips up this year.”

The main premise of the event is for individuals to register and set-up their “online bakery” page. They then ask friends and family to support their efforts in exchange for some sweet treats. The humane society mails each registrant a host kit in the mail and they can also access free downloadable party materials on their website. Individuals, groups, schools or businesses can also get involved by simply planning, promoting and hosting a bake sale, sponsoring, or donating to the event.

“We have had so much fun putting together this year’s event and we are just getting started,” stated Nick Burke, senior manager of development, KWSPHS. “We really hope our local schools, community groups and businesses will get involved in a way that suits them best.”

The humane society has launched an early bird registration contest – register and raise \$150 before February 7 and you’ll be entered for a chance to win a Blendtec Classic 575 Blender, valued at \$500.

For more ways to get involved, for event information or to register, visit [kwsphumane.ca](http://kwsphumane.ca).

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*The Humane Society of Kitchener Waterloo & Stratford Perth is a leader in animal welfare in our communities, focusing on what is in the best interest of the pets. We do this through community education, advocacy, care, and compliance. Charitable BIN 11898 3550 RR001*

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