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MEDIA RELEASE

HUMANE SOCIETY ANNOUNCES \$2,000 MATCHING GIFT FOR GIVING TUESDAY CAMPAIGN

KITCHENER & STRATFORD, ONTARIO: Community members are encouraged to give their bank accounts a break following Black Friday and Cyber Monday sales, but not before spending money on a more impactful gift this Giving Tuesday – one to The Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP). Giving Tuesday takes place each year following the busy shopping weekend and is touted as a global generosity movement unleashing the power of people and organizations to transform their communities.

This year's campaign will be even more impactful with a new matching gift donor announced this morning. Donations made to HSKWSP will help twice as many vulnerable animals, thanks to the generosity of Kerri Kendrick, CIBC Mortgages, who will be matching gifts up to \$2,000.

"We are so thankful for Kerri's continued support," stated Nick Burke, director of development, HSKWSP. "She is a great partner, and we hope her kindness inspires the community to give generously today."

The Humane Society is not funded by any level of government and relies on the generosity of its donors and fundraising efforts to offer 40+ services to people and pets in the 13 municipalities they serve. This year they are hoping to raise \$10,000 to support both homeless animals and critical programs such as their low-cost veterinary services, community vet outreach program, pet pantry program and more.

"This time of year can be particularly tough for pet owners," shared Kathrin Delutis, chief executive officer, HSKWSP. "In recent months, we've seen an increase in the number of animals being brought to the Humane Society. We rely on the support from our communities to help both the animals in our care as well as those pet owners who may be experiencing a crisis."

November also marks the beginning of the Humane Society's Hope for the Holidays campaign. Individuals are encouraged to [Adopt](#), [Extend](#), [Give](#) or [Gift](#) to help the Humane Society continue helping people and pets in need.

For more information on the initiatives of the Humane Society of Kitchener Waterloo & Stratford Perth, please visit kwsphumane.ca.

We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001

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