



FOR IMMEDIATE RELEASE

MEDIA RELEASE

THE HUMANE SOCIETY OF KITCHENER WATERLOO & STRATFORD PERTH LAUNCHES ANNUAL BAKE FOR THE ANIMALS EVENT

KITCHENER, ONTARIO: Calling all bakers and sweet tooths, the sweetest month of the year is almost here! The Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP) has officially launched their *Bake for the Animals* fundraiser. The tasty event is geared to indulge both the pet lover and sweet tooth, while raising critical funds to support people and pets in the community.

“We are hoping our bakers, taste testers, one-day pastry chefs and tiny bakery assistants will whip up some fun and delicious treats!” stated Kathrin Delutis, chief executive officer, HSKWSP. “We cannot thank the community enough for getting involved and baking a difference for our animals.”

Participants can register online at kwsphumane.ca. Once registered, they will receive a host kit in the mail and can set-up their online bakery to collect pledges and donations from friends and family. Then they can plan how they want to get their sweet treats to everyone – curbside pick-up, delivery to their door, or a socially distanced desk drop at work.

“This event has traditionally been one of our larger fundraisers and is crucial in helping us to support the animals in our community each year,” stated Nick Burke, director of development, HSKWSP. “We hope that both individuals and businesses will get involved and support the people and pets who need us the most.”

In addition to this fundraising option, the Humane Society is also offering other ways to get involved. Interested participants can:

- Purchase a 50/50 raffle ticket, with the lottery running from February 1st to March 6th
- Purchase items from a local participating bakery
- Order sweets from the Humane Society (prepared by local bakeries) for pick-up on Feb 28th

For more information on the event or the initiatives of the Humane Society, please visit 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 RR0001

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