



FOR IMMEDIATE RELEASE

MEDIA RELEASE

Humane Society's SWEETEST MONTH Of The Year Is Here!
Help Bake A Difference For Animals in Need

KITCHENER & STRATFORD, ONTARIO: Calling all bakers, chefs, mini kitchen assistants and taste testers – the sweetest month of the year is back in support of the animals at the Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP). Start your ovens, hop online and register for 'Bake for the Animals'. The Humane Society's annual signature event runs for the month of February and welcomes people to bake and eat sweets of all kinds.

"We have so much fun watching our supporters whip up cakes, cookies, cupcakes and other sweet treats in support of our animals," stated Kathrin Delutis, chief executive officer, HSKWSP. "Being one of our signature fundraising events, Bake for the Animals plays a crucial role in supporting the large number of animals we help each 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 baking efforts in exchange for some sweet treats. The HSKWSP provides each registrant with a host kit, and they can also access free downloadable party materials on their website. Individuals, groups, schools or businesses can get involved by simply planning, promoting and hosting a bake sale, sponsoring, or donating to the event.

"Bake for the Animals is a fun event that anybody can get involved in," stated Nick Burke, director of development, HSKWSP. "We hope our local schools, community groups and businesses will join us in 2023 to bake a difference for animals in need."

HSKWSP has launched an early bird registration contest, with the first 12 people to register receiving a dog cookie baking set valued at \$30. Those more interested in eating versus baking can participate in this year's 'Pastry Path', visiting participating bakeries and eateries to enjoy something sweet and completing a stamp card for a chance to win a Cuisinart Stand Mixer valued at \$400. Community members can also purchase a 'Cherry on the Top' 50/50 ticket for a chance to win big.

For more information or to register, 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 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

For more information or for media inquiries please contact:

Nasreen
Marketing & Communications Specialist
nasreen@kwsphumane.ca
