



FOR IMMEDIATE RELEASE

Contact: Leilani Fratis, Chief Executive Officer | leilanif@placerspca.org | C: 916-616-7387
O: 916-872-6161

Adopters Can Help Placer SPCA Earn up to \$100,000 from Petco Love

Adopters are invited to share how their pet has changed their life to help Placer SPCA earn up to \$100,000

Roseville, Calif. (August 3, 2021) – Placer SPCA has a chance to earn up to \$100,000 from [Petco Love](https://www.petcolove.org), but they need the support of pet adopters. Through Sept. 20, individuals who have adopted a pet from Placer SPCA are invited to share how their pet has changed their life in the [Petco Love Stories](https://www.petcolove.org/lovestory) campaign. In partnership with [BOBS from Skechers](https://www.skechers.com), Petco Love (formerly known as Petco Foundation) is granting lifesaving awards ranging from \$5,000 to \$100,000 to qualified animal welfare organizations across the country. Adopters with winning stories will receive a Petco shopping spree and BOBS from Skechers shoes.

“We’re calling on all Placer SPCA adopters to help us earn a grant award from Petco Love by sharing their stories,” said Leilani Fratis, Chief Executive Officer. “Thank you for choosing adoption. Now you can help us earn lifesaving funds to bring more pets in need together with loving families.”

Adopters can submit their Love Story at [petcolove.org/lovestory](https://www.petcolove.org/lovestory) by Sept. 20, 2021, noon CST. Stories should highlight how pets have changed their adopter’s life for the better, in big and small ways, and should celebrate the love of their adopted pet. Submissions must include four photos to illustrate the story and can include video as well. The Placer SPCA’s point of contact for the application is Connie Franklin, Director of Marketing and Fund Development, (916) 872-6162 or connief@placerspca.org. Adopters are also encouraged to visit the [Love Stories website](https://www.petcolove.org/lovestory) for more information and to read stories from previous winners.

New this year, Petco Love will highlight and celebrate remarkable stories throughout the application period, so the more Placer SPCA stories submitted, the greater the chances to earn an award and be featured throughout the year. Grand prize winners will be announced during the holiday season. For a full list of prizes and submission FAQs, visit [petcolove.org/lovestory](https://www.petcolove.org/lovestory).

Since 2013, more than 20,000 adopters have shared their stories, helping to award over \$5.8 million to help animal welfare organizations across the country save more pet lives. For more information about Love Stories, visit [petcolove.org/lovestory](https://www.petcolove.org/lovestory) and join the conversation on social media using #PetcoLoveStory.

###

About Placer SPCA

Founded in 1973, the Placer SPCA is a 501(c)(3) non-profit organization dedicated to enhancing the lives of companion animals and supporting the human-animal bond. Today, we are the largest and most comprehensive nonprofit animal welfare provider in Placer County. In 2018 the Placer SPCA opened a best in animal welfare practices Adoption & Education Center and can house up to 4,000 animals annually. The Placer SPCA continues to grow and provide many innovative programs to enhance animal well-being and improve adoptability, such as: environmental enrichment and socialization strategies, behavior modification counseling and training, foster care, and mobile adoption. We also work

closely with the community to provide adoption counseling, pet retention services, spay/neuter assistance and education, pet lost and found, humane education, collaborative rescue efforts, and volunteer opportunities.

About Petco Love (Formerly Petco Foundation)

Petco Love is a nonprofit changing lives by making communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$300 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide. Today, our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Is love calling you? Visit petcolove.org or follow at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.

About BOBS from Skechers

BOBS from Skechers' charitable collection of shoes, apparel and accessories have improved animals' lives: over the past five years, Skechers has contributed more than \$7 million to help more than 1.3 million shelter pets, including saving more than 955,000 rescued pets in the United States and Canada. It all started in 2011, when Skechers launched a movement to support children impacted by natural disasters and poverty – a cause that has helped the Company donate more than 16 million new pairs of shoes to kids in more than 60 countries worldwide. To learn more about BOBS from Skechers' commitment to making a difference, visit BOBSfromSkechers.com and follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).