



For immediate release

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**The Animal Rescue Site
\$100,000 Shelter+ Challenge**

Thousands of Petfinder.com Shelters Eligible for Grant Awards

**Animal Lovers Can Vote
For Their Hometown Shelter**

Seattle, WA—The Animal Rescue Site will give away \$100,000 in grants to Petfinder.com participating shelter and rescue groups during the next four months. Visitors to The Animal Rescue Site can vote for their favorite animal welfare organization in the United States or Canada every day from Sept. 29 through Dec. 14. Weekly prizes of \$1,000 will be distributed during the Challenge. Final prizes range from \$1,000 to the grand prize, a \$25,000 grant.

Visitors will not be asked to contribute anything but their time, first to “Click to Give” at The Animal Rescue Site and then to vote for their favorite Petfinder rescue organization.

Weekly awards of \$1,000 will be given to the rescue organization with the most votes accumulated during each week. On December 15, The Animal Rescue Site will announce the winners of the final prizes. One \$1,000 grant will be awarded to the organization with the highest number of votes in each state, as well as Washington D.C. and Puerto Rico (52 prizes), and two \$1,000 winners will be awarded to organizations in Canada. The runner-up for total number of votes during the Challenge will receive a \$10,000 grant, and the grand prize winner will receive a \$25,000 grant.

“Anyone can cast a vote and, unlike some elections, you can come back to vote again the next day!” said Tim Kunin, CEO of GreaterGood Network, (the parent company of The Animal Rescue Site). “We love the idea that our site visitors will decide where the money goes. By voting every day and by getting their friends to vote, everyone has the opportunity to make a huge difference for their local shelter or rescue organization. We

believe that this money can be very helpful for a lot of shelters in a tough economy, and think the community of animal lovers who visit www.theanimalrescuesite.com daily are the best people to make the choice of who gets these funds."

Vote tallies will be updated regularly and visitors to The Animal Rescue Site (www.theanimalrescuesite.com) can check on their favorite shelter's tallies throughout the \$100,000 Shelter Challenge.

More on the Animal Rescue Site And Click to Give™

Since 2002, The Animal Rescue Site has provided funding to animal rescue charities through three important channels: the company's innovative Click to Give™ program, direct donations through such site programs as Gifts That Give More™, and contributions paid for by items sold through The Animal Rescue Site's store.

Petfinder.com Foundation, the Fund for Animals, and the North Shore Animal League are all beneficiaries of the Animal Rescue Site's Click to Give™ program.

The Click to Give™ program allows visitors to The Animal Rescue Site to provide food and care for a rescued animal living in a shelter or sanctuary by simply clicking on the purple button located at the top of the homepage (www.theanimalrescuesite.com). The Click to Give™ program on the site's homepage is paid for by advertisers and 100% of this ad revenue goes directly to support the work of the charities listed on the site. In 2007, clicks on The Animal Rescue Site funded the value of more than 42 million bowls of food for animals in need.

The totals of the 2008 Click to Give™ program are posted on The Animal Rescue Site's results page and are updated daily.

The Animal Rescue Site also partners with charities throughout the world to create Gifts That Give More.™ Visitors to The Animal Rescue Site can support charities or specific projects directly through the Gifts That Give More™. Recent Gift That Gives More™ supported the International Fund for Animal Welfare (IFAW) megashelter for pets during Hurricane Gustav and animal rescues after Hurricane Ike. More than \$86,000 was raised for IFAW in September for these two projects.

Each Gifts That Give More™ donation is tax-deductible in the U.S.A., and donors receive a receipt from GreaterGood.org suitable for framing or for giving as a gift. With their full-color downloadable certificate of acknowledgment, Gifts That Give More™ make a meaningful present for any occasion.

The Animal Rescue Site is part of the GreaterGood Network of websites. To learn more, visit www.theanimalrescuesite.com or www.greatergood.org.

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The Animal Rescue Site is part of the GreaterGood Network of websites: The Animal Rescue Site, www.theanimalrescuesite.com; The Breast Cancer Site, www.thebreastcancersite.com; The Child Health Site, www.thechildhealthsite.com; The Hunger Site, www.thehungersite.com; The Rainforest Site, www.therainforestsitesite.com; and The Literacy Site, www.theliteracysite.com.

GreaterGood.org is devoted to addressing the health and well-being of people (particularly women and children), animals, and the planet.

100% of the money raised through Click to Give™ and Gifts That Give More™ goes directly to charity as described on the site. GreaterGood Network stores do not receive any profit from the sale of any Gift That Gives More™. GreaterGood.org has ultimate authority and discretion with regard to the distribution of its funds. All expenditures made are consistent with the exempt purposes of GreaterGood.org.