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For immediate release

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**Visitors to Animal Rescue Site  
Donate More Than \$86,000  
For IFAW's Efforts in the Gulf Coast**

**Site's Donations Support  
Hurricane Gustav Megashelter and Hurricane Ike Rescue Work**

Seattle, WA—Visitors to the Animal Rescue Site ([www.theanimalrescuesite.com](http://www.theanimalrescuesite.com)) donated more than \$85,000 in September to help the animal victims of the Hurricanes Gustav and Ike.

Through the site's Gifts That Give More™ program, the money donated in September for the relief of animal victims was quickly distributed by GreaterGood.org (the 501c3 charitable partner of The Animal Rescue Site) to the International Fund for Animal Welfare to support their work in Louisiana and Texas.

The Animal Rescue Site began raising money for Gulf Coast rescue work on the day that Hurricane Gustav made landfall and was able to raise more than \$26,000 for IFAW's megashelter in Louisiana at the beginning of September. Equally fast response to Hurricane Ike enabled The Animal Rescue Site to collect more than \$60,000 for IFAW's teams in Texas.

“IFAW did amazing work in providing shelter for the pets of evacuees during Hurricane Gustav and rescues for pets and animals impacted by the flooding following Hurricane Ike. We are delighted to support them in this and other animal rescue projects,” said Tim Kunin, CEO of GreaterGood Network, the parent company of The Animal Rescue Site.

During the height of Hurricane Gustav, the IFAW megashelter in Shreveport, Louisiana, protected more than 1,300 pets.

“Following the devastation of Hurricane Ike, the generous donations of visitors to The Animal Rescue Site helped put 18 animal rescuers on the ground in Texas: one team to

rescue abandoned and stray animals around Anahuac and two teams to shelter and care for rescued animals. From those two locations in Texas, IFAW was able to care for nearly 400 animals—from dogs and cats to sheep and pet birds—and are now engaged with returning animals to their owners,” said Cassandra Koenen, IFAW’s director of online campaigns and marketing. “Donations also helped defray the very practical costs of emergency work such as tents for rescuers, radios, dry suits, and all the tools needed to care for animals under very difficult situations.”

IFAW works to improve animal welfare around the world by creating solutions to problems that benefit both people and animals. More information about the organization can be found at [www.ifaw.org](http://www.ifaw.org).

### **More on the Animal Rescue Site And GreaterGood.org**

Created in 2002, The Animal Rescue Site provides 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](http://www.theanimalrescuesite.com)). Each Click to Give™ 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.™ The Gifts That Give More™ allow visitors to The Animal Rescue Site to directly support projects. Recent additions to the Gifts That Give More™ program include assistance to charities aiding animal victims of the U.S. Midwest floods, funding for the VSPCA programs in India, and support for IFAW’s programs to rescue and feed both domestic and wild animals in the United States and abroad.

Each Gifts That Give More™ donation is tax-deductible in the U.S.A., and donors will receive a receipt from GreaterGood.org (100% of each Gifts That Give More™ goes directly to the charity as 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).

The Animal Rescue Site has repeatedly proved the power of the Internet to focus on a specific need and provide significant support for animals in need. Starting September 29, The Animal Rescue Site will give away an additional \$100,000 to shelters and rescue organizations throughout the United States, Canada, and Puerto Rico registered with Petfinders.com. Visitors to the website will be able to decide where the money goes by voting for their favorite shelter (please see [www.theanimalrescuesite.com](http://www.theanimalrescuesite.com) after September 29 for further information on the Shelter+ Challenge).

The Animal Rescue Site is part of the GreaterGood Network of websites. To learn more, visit [theanimalrescuesite.com](http://theanimalrescuesite.com) or [greatergood.org](http://greatergood.org).

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The Animal Rescue Site is part of the GreaterGood Network of websites: [theanimalrescuesite.com](http://theanimalrescuesite.com), [thebreastcancersite.com](http://thebreastcancersite.com), [thechildhealthsite.com](http://thechildhealthsite.com), [thehungersite.com](http://thehungersite.com), [therainforestsitesite.com](http://therainforestsitesite.com), and [theliteracysite.com](http://theliteracysite.com).

GreaterGood.org is devoted to addressing the health and well-being of people (particularly women and children), animals, and the planet. In 2007, GreaterGood.org gave more than \$2.13 million to charity.