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**Media Release**



**FOR IMMEDIATE RELEASE**

## **Central Alberta Humane Society Honouring Betty White's Legacy with the #BettyWhiteChallenge**

Throughout her beloved life, Betty White was notoriously known for her love and compassion towards animals. Her legacy lives on through the virtual event known as the #BettyWhiteChallenge, which had been spread internet-wide following the passing of the treasured actress on December 31, 2021.

The movement known as the #BettyWhiteChallenge, encourages Betty White fans from all over the globe to donate to their favourite animal rescues and shelters on what would have been her 101st birthday, January 17, 2023. It truly is incredible to see the influence Betty White's legendary love and compassion for animals has on fundraising and awareness for animal rescues and shelters worldwide.

If you are an animal lover and would like to make your #BettyWhiteChallenge donation to the Central Alberta Human Society, we would be incredibly honoured to accept your gift to improve animal welfare in central Alberta.

Donate just \$5 (or more\*) in Betty White's name on what was to be her 101st birthday, January 17th.

All donations provide vital funds for the shelter to treat, care for and re-home unwanted, abandoned, and stray companion animals in our local Central Alberta region.

#cahumane, #BettyWhiteChallenge

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