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Media Release



FOR IMMEDIATE RELEASE

Double the Impact: CA Humane Launches \$75,000 Matching Donation Campaign

Red Deer, AB – The Central Alberta Humane Society (CA Humane) is thrilled to announce the launch of its **Double the Donation** campaign, with the incredible opportunity to have every donation matched dollar-for-dollar up to **\$75,000** thanks to the generosity of an anonymous donor. This campaign runs until **March 31, 2025**, offering donors the chance to double their impact and provide essential care and support for vulnerable animals in Central Alberta.

Every dollar raised through this campaign will go directly toward the shelter's lifesaving work, including medical care, food, and finding loving homes for abandoned and neglected animals. With the shelter at full capacity and many animals waiting for their forever homes, this matching campaign comes at a critical time.

*"This is an incredible opportunity for our community to come together and make a lasting impact," said **Megan Barrett, Executive Director of CA Humane**. "Every donation, no matter the size, will go twice as far in helping us provide the care and support our animals desperately need."*

Donations can be made:

- **Online** at www.cahumane.com
- **Over the phone** by calling **403.342.7722**
- **In person** at the CA Humane shelter

To track progress toward the \$75,000 goal, CA Humane will feature a **Giving Meter** on their website and social media channels, providing real-time updates as the community rallies together to meet the goal.

Join the cause today and make a difference for animals in need. Every dollar counts – and now it counts double!

For more information, to donate, or to learn more about how you can support CA Humane, visit www.cahumane.com.

About CA Humane

The Central Alberta Humane Society is a non-profit organization dedicated to the rescue, rehabilitation, and rehoming of animals in need. CA Humane relies on community support to provide essential services, including

low-cost spay and neuter programs, emergency boarding, and pet food assistance.

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