

PRESS RELEASE

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RHODE ISLAND SPCA IS ONE OF TWELVE ANIMAL SHELTERS CHOSEN FOR THE SUBARU OF NEW ENGLAND #SNELOVESPETS OCTOBER CAMPAIGN

[Riverside, Rhode Island, October 1, 2020] — The Rhode Island SPCA is pleased to announce they will once again be partnering with Subaru of New England (SNE) for their #SNElovesPets social media campaign. The local shelter is hoping to recruit help from the public to support their fundraising efforts.

Getting involved is easy — and all pet owners are enthusiastically encouraged to participate. During the month of October, simply post a photo of your pet on Facebook, Instagram or Twitter using the #SNElovesPets and #TeamRISPCA (make sure the post is public for visibility). For each unique photo posted using the campaign hashtag, Subaru of New England will pledge to donate \$5 – up to \$5,000 to the Rhode Island SPCA.

The initiative is part of Subaru's Love Promise commitment to keeping all animals safe and healthy by raising awareness and encouraging the adoption of homeless pets. Rhode Island SPCA is one of only twelve non-profit animal organizations throughout New England that have been selected to benefit from this partnership, with SNE awarding a total of up to \$60,000 to the selected animal charities. Over the last five years, Subaru of New England has donated over \$250,000 to animal shelters across New England. For more information, visit www.rispca.com.

About the Rhode Island SPCA: Founded in 1870, the Rhode Island SPCA is the oldest humane animal welfare organization in the state of Rhode Island and is also the third oldest in the United States. As a private, non-profit 501(c)(3) organization, it does not receive any local or federal funding nor is it affiliated with any national humane organization. It relies on donations from individuals, businesses, and foundations to provide critical programs and services for the animals and people in the community.

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