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Newly Named Petco Love Invests in Lifesaving Work of For the Sake of Dogs Rescue Grant of \$10,500 will help save more pet lives in the Central Valley, California

Fresno, California (April 23, 2021) – For the Sake of Dogs announced a \$10,500 grant investment from the newly named, Petco Love, to support their lifesaving work for dogs in need across the Central Valley.

Petco Love is a nonprofit leading change for pets nationally by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since their founding in 1999 as the Petco Foundation, they've empowered organizations with \$300 million invested to date in adoption and other lifesaving efforts. And, they've helped find loving homes for more than 6.5 million pets in partnership with Petco and more than 4,000 organizations, like ours, nationwide.

"Today Petco Love announces an investment in For the Sake of Dogs and hundreds of other organizations as part of our commitment to create a future in which no pet is unnecessarily euthanized," said Susanne Kogut, President of Petco Love. "Our local investments are only one component. This month, we will also launch the first of our national tools to empower all animal lovers to drive lifesaving change right alongside us."

"Thanks to our local Petco support, and now Petco Love, we've been able to help over 350 dogs in need a year across the Valley," said Barbara Henry, Owner of For the Sake of Dogs. "COVID-19 has greatly impacted our ability to hold in-person adoption events so this grant will directly support our ability to manage our adoptable dog intake and help find a loving home for each dog, based on their need."

For more information about For the Sake of Dogs, visit www.ForTheSakeOfDogs.com. To learn more about Petco Love, visit petcolove.org.

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About For the Sake of Dogs

For the Sake of Dogs is a nonprofit, no-kill 501(c)(3) organization whose goal is to help, save, heal and rehome every dog we can. No matter the breed, size, age or health our mission is to advocate and provide a safe and loving environment until their loving family can be found. For dogs that can't be adopted, we offer a sanctuary for life on 200 acres of private property. While we are based in Fresno, California we rescue dogs from rural areas as far south as Bakersfield and north to Merced. For adoptable dogs visit [our website](#) or follow us on [Facebook](#).

About Petco Love (Formerly Petco Foundation)

Petco Love is a nonprofit changing lives by making communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing nearly \$300 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide. Today, our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Is love calling you? Visit petcolove.org or follow at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.