



March 28, 2007

## **Biscuit Fund launches first ever annual campaign to save BC's abused, homeless animals**

### **Kitten thrown from moving vehicle saved by new BC SPCA fund**

Vancouver, BC — Simon, a four-week-old kitten who was thrown from the window of a moving car by a heartless owner, is one of the hundreds of injured, homeless and wild animals who receive emergency medical treatment each year thanks to the BC SPCA Biscuit Fund.

In honour of deserving animals such as Simon, the BC SPCA Biscuit Fund is launching the first ever Biscuit Fund campaign to raise the \$1.5 million it costs annually to save these animals and give them a second chance at finding a loving home. 100 per cent of funds raised by the Biscuit Fund 2007 "Treat Yourself, Help the Animals" Campaign will go directly to helping the animals.

"The goal of the Biscuit Fund campaign is to encourage people who would normally donate to the BC SPCA to give a little extra for the Biscuit Fund, dedicating funds to this important, life-saving effort," said Simon Trevelyan, BC SPCA general manager of revenue development.

"With the recent launch of the Biscuit Fund website, [www.sPCA.bc.ca/biscuit](http://www.sPCA.bc.ca/biscuit), donating is easier than ever and donors' contributions go to helping specific animals whose stories and pictures can be viewed online," added Trevelyan.

Simon the kitten, whose tail and right hind paw were badly injured, was sent to a specialized animal hospital where surgery was performed on his paw to avoid amputating his entire leg. However, he didn't get away without losing something – Simon no longer has toes on his right hind paw.

Simon's 11 days at the critical care facility were followed by additional care by a foster family. Simon's foster family grew so fond of him they wouldn't consider returning him to the shelter and became his permanent family. The total cost for Simon's medical care was \$2,800. Without the Biscuit Fund, Simon wouldn't have been given a second chance at a happy life.

To help other wonderful animals like Simon the kitten, contributions can be made in the following ways:



- Donating online at [www.sPCA.bc.ca/biscuit](http://www.sPCA.bc.ca/biscuit), or calling 604.681.7271 or 1.800.665.1868.
- Sponsoring or co-sponsoring an animal through annual or monthly giving.
- Volunteering time for Biscuit Fund fund raising activities throughout the year.

### ***About the Biscuit Fund***

The Biscuit Fund was established in 2004, named after the wonderful dog that inspired the program. Biscuit was a stray wandering the streets when he was repeatedly stabbed by an unknown person and left for dead. The small dog managed to pull himself into a nearby garage where he was found by a family and rushed to a veterinarian. Biscuit was transferred to the BC SPCA where he was nursed back to health in a safe, nurturing environment. Despite his ordeal, Biscuit harbours no grudges. He is friendly and gentle, and thriving in the care of his new loving family!

### ***Visit the Biscuit Fund website, [www.sPCA.bc.ca/biscuit](http://www.sPCA.bc.ca/biscuit)***

The Biscuit Fund website not only shows one how to help, it also displays photos of the animals that have already been helped, and identifies the donors who have generously sponsored them.

Watch the Biscuit Fund rise by viewing the Biscuit O'Meter at:  
<https://www.strategicprofitsinc.com/hosted/bcspca/biscuit/donate.php>

—30—

**Media Contact: Michele Penz, Calico Communications for the BC SPCA Biscuit Fund, 778.888.2249**

***The BC SPCA is a non-profit organization funded primarily by public donations. Our mission is to prevent cruelty and to promote the welfare of animals through a wide range of services, including cruelty investigations, emergency rescue and treatment, sheltering and adoption of homeless and abused animals, humane education, advocacy, farm animal welfare, spay/neuter programs, and wildlife rescue and rehabilitation.***