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

New BC SPCA fund saves Powell River cat blinded by eye infection

Vancouver, BC — Alice, an affectionate Powell River cat who went blind in both eyes as the result of an untreated eye infection, 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 Alice, 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, donating is easier than ever and donors' contributions go to helping specific animals whose stories and pictures can be viewed online," added Trevelyan.

After being surrendered to Powell River BC SPCA volunteers, Alice required surgery to have both of her eyes removed so that the infection could heal. She has adjusted so well to her foster home that her foster parents have decided to adopt her! Without the Biscuit Fund, Alice wouldn't have been given a second chance at a happy life.

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

- Donating online at 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

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>

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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.