



June 5, 2007

Biscuit Fund launches first ever annual campaign to save BC's abused, homeless animals
New BC SPCA fund saves Surrey dog whose leg had to be amputated as a result of neglect

Vancouver, BC — Cooper, a five-month-old German Shepherd puppy from Surrey whose leg had to be amputated after being injured while he was living in a small pen with his mother and siblings, 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 Cooper, the BC SPCA Biscuit Fund has launched 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.

Despite his trauma, Cooper is a friendly, playful puppy who will make a wonderful companion to someone in a new home. Without the Biscuit Fund, he wouldn't have had a second chance at a happy life.

To help other wonderful animals like Cooper, 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>

—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.