



June 5, 2007

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

New BC SPCA fund saves Vernon stray from painful fate

Vancouver, BC — Lady, a 12-year-old Pomeranian/American Eskimo mix from Vernon with painful dental problems requiring several teeth extractions, 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 Lady, 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 her painful ordeal, Lady has charmed all the staff and volunteers at the Vernon SPCA with her clownish games. Every once in a while she glances toward the parking lot, knowing that eventually a loving companion or family will take her home. Without the Biscuit Fund, she wouldn't have had a second chance at a happy life.

To help other wonderful animals like Lady, 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.