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**The Animal Welfare Association (AWA) Is Named 1 of 50 Shelters to Compete in  
2014 ASPCA Rachael Ray \$100K Challenge  
Community Support Needed for Chance to Win \$100,000 Grand Prize and Save More Lives**

VOORHEES, NJ (February 19, 2014)--Beginning June 1, 2014, the Animal Welfare Association (AWA), South Jersey's oldest and largest no-kill animal shelter and low-cost veterinary— will be a contestant in the 2014 ASPCA Rachael Ray \$100K Challenge. AWA is one of only 50 animal shelters awarded the chance to compete for a total of more than \$600,000 in grant funding, including a grand prize of \$100,000.

The 2014 ASPCA Rachael Ray \$100K Challenge is a nationwide competition for animal shelters (and their communities) aimed at saving more animals during the months of June, July and August than they did in the same month period in 2013.

“The ASPCA Rachael Ray \$100K Challenge is a great motivator for our team and the residents and businesses of South Jersey to get involved - to help connect hundreds of the beautiful, fun, loving cats and dogs in our shelter with the right families,” said Maya Richmond, Executive Director of the Animal Welfare Association. “Working together, we will save hundreds of animals and enrich the lives of new adopting families, and we’ll have a shot at the \$100,000 grant which would fund a retail pet adoption center in a major shopping center so we can save the lives of more pets.”

AWA's goal is to find homes for 1,200 pets this summer. Through a theme titled, “Once Upon a Shelter,” the South Jersey community can help AWA “make fairy tales come true” for more homeless animals than ever before. A variety of volunteer activities and adoption events are aimed at creating awareness, engaging the community, and ultimately finding loving homes for homeless animals. Information about special events and promotions during the ASPCA \$100K contest will be posted in the coming months at [www.awanj.org](http://www.awanj.org), [www.facebook.com/animalwelfareassociation](https://www.facebook.com/animalwelfareassociation) and [www.twitter.com/awanewjersey](https://www.twitter.com/awanewjersey).

## Animal Welfare Association

The Animal Welfare Association, a private, non-profit, 501(c) 3 animal welfare organization, serves the people and animals of southern New Jersey. Through a variety of programs including adoptions, veterinary services, pet therapy, and humane education, AWA is dedicated to eliminating animal suffering, promoting the importance of the human-animal bond, and improving the role of animals in the well-being of people. In 2013 more than 16,000 pets were served through AWA programming. AWA is South Jersey's leader in progressive companion animal care.

AWA's theme is Once Upon a Shelter...Where Fairy Tails Come True. Every day there are happy endings at AWA. One of AWA's more famous alumni is Crockett:

When Crockett came to AWA, he had been an abandoned dog that showed signs of being assaulted, presumably by a previous owner. Yet despite his appearance, our staff noticed that he was extremely driven and focused. After testing with our behaviorist and lots of TLC by our staff, we found Crockett an unusual "home"--with the Search Dog Foundation. There he's become a finely tuned athlete and working search dog. He's loved by one and all, not only for his skill and intelligence, but for his people-pleasing personality.

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