



FOR IMMEDIATE RELEASE

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**HI-TOR ANIMAL CARE CENTER KICKS-OFF
DOLLAR FOR DOLLAR CAMPAIGN**

March 3, 2010 - Pomona, N.Y. – Thanks to a very generous donor who wishes to remain anonymous, all donations made to Hi-Tor Animal Care Center between March 1 and June 30 will be matched up to \$20,000. Titled the Dollar for Dollar campaign, this matching program will enable the shelter to receive double the donations for the next few months.

“Words cannot express our gratitude for the generosity of this donor,” said Vivian Kiggins, executive director of Hi-Tor Animal Care Center. “The initiative could not have come at a better time. Due to the challenging economy, we have been taking in a record number of animals. As our animal population grows, so does our list of needs and expenses. This Dollar for Dollar campaign will provide a tremendous boost to our fundraising and will enable us to continue providing for all of the animals in our care. We hope that everyone will take advantage of this great opportunity to maximize their contribution and double the money raised for our shelter animals.”

All of the proceeds donated to the shelter during the campaign will go directly toward the comfort and care of the animals at Hi-Tor. For additional information about the program, please contact Vivian Kiggins at 845-354-7900 or e-mail Vivian@hitor.org.

Founded in 1973, Hi-Tor Animal Care Center Inc. is a privately incorporated, nonprofit organization dedicated to preserving and improving animal life, promoting responsible pet adoption and ownership and providing humane treatment for all animals in its care. The facility is the only animal shelter in Rockland County and takes in approximately 2,500 animals annually. It has a small paid staff, with a volunteer Board of Directors and a team of volunteers. The shelter’s Web site is www.HiTor.org.

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