

FOR IMMEDIATE RELEASE

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Contact: Hannah Daley (619) 819-0234
Or Michelle Forshner at
media.labradorrescuers@gmail.com

Labrador Rescuers “Lab Amore” Silent Auction Event Seeks Donation Items

San Diego, CA – What better way to enjoy a Sunday night, than one with gourmet hors d'oeuvres, elegant wines, an epicurean dinner, and a chance to bid on some of the most sought-out resort vacations, theme park passes, gift certificates, and electronics? For the small price of only \$25, one may enjoy all of this, and in the process aid altruistic dog rescue group, Labrador Rescuers, in furthering their mantra of “Rescue, Rehabilitate, and Rehome”.

“We are trying to raise \$10,000 at this year’s event, which should double what we did last year,” said Andrea Maudsley, Labrador Rescuers Assistant Fundraising Manager. “In order to do so, we need roughly \$20,000 in actionable items. We currently have around \$11,000, so we are certainly still accepting donations!”

One-hundred percent of the proceeds will be used to rescue, rehabilitate, and rehome Labrador Retrievers in the greater San Diego area. Maudsley noted that last year’s auction raised \$6,000—going to help save over 100 lives. “Our goal is to double both the finds raised and the lives saved, said Maudsley.

Many eager businesses have already stepped up to the plate. Sea World had donated passes to its park, the San Diego Gulls have donated an autographed team jersey and four gift baskets, and the Singing Hills Country Club has donated a generous golf certificate. Other items to be auctioned include a 1-week stay at a luxury 5-star resort of your choosing, an Apple iPod, a gorgeous Citizen sapphire gold watch, a three night stay in Las Vegas, a gift certificate to Flemming’s Steakhouse, and even a personalized pet portrait thanks to Sporthorse Photography. Companies and groups that donate items will not only be aiding the noble cause of Labrador Rescuers, but also generating advantageous publicity within the community.

Thanks must be given to sponsors such as Toyota of El Cajon, The Abbey Catering Company, Realty World ProConsultants, and The Yuppy Puppy, who have generously aided Labrador Rescuers underwriting many of the operating costs of this year’s event.

Labrador Rescuers has recently been spotlighted on KUSI, KGTV and FOX news with a few of their adoptable canine friends. As they grow closer to the Silent Auction, they will continue to highly-publicize both the organization and the event, bringing even more traffic to Labrador Rescuers’s website and MySpace page showcasing donating companies’ generosity in the process. Those who donate will also be featured in the Labrador Rescuers quarterly newsletter, which reaches over 1000 avid readers. Other publicity, like logo banners at the event and upcoming adoption events may also be included as a “thank-you”.

To donate an item for the auction, please contact Lab Rescuers at (619) 819-0234. We would be more than happy to pick up the item at your convenience.

Labrador Rescuers is a San Diego, California based §501©(3) non-profit organization whose mission is to rescue, rehabilitate, and rehome stray, abandoned, or unwanted Labrador retrievers into loving and caring homes that will provide the labs a place to lay their heads in dignity for the rest of their lives. Labrador Rescuers strive to provide all families with the education they need for responsible and enjoyable pet ownership. Since its inception in 2004, it has helped save the lives of over 350 dogs! Labrador Rescuers is located at P.O. Box 4287, La Mesa, CA 91944-4287. Additionally, Labrador Rescuers is reachable by (619) 819-0234 or by visiting their websites: <http://www.labrescuers.org> and <http://www.myspace.com/labradorrescuers>.