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**HI-TOR ANIMAL CARE CENTER ANNOUNCES
THIRD ANNUAL PET CALENDAR CONTEST**

April 15, 2010 - Pomona, N.Y. – Hi-Tor Animal Care Center is seeking pet owners who wish to put their dog, cat, horse or bunny in the limelight as the shelter kicks off its third annual Pet Calendar Contest.

“The Pet Calendar Contest is a really fun way to raise money for the shelter,” said Vivian Kiggins, Executive Director of Hi-Tor Animal Care Center. “It’s been very successful the past two years, and we’re hoping to continue building on that success. We really enjoy receiving the entries, and it’s especially nice to see the number of Hi-Tor alumni that get entered into the contest. All of the money donated will benefit the shelter, and we hope to have a very high number of participants.”

For a \$20 registration fee, pet owners will receive a donation envelope that will be used to solicit monetary ‘votes’ for their pet to appear in Hi-Tor’s 2011 Pet Calendar. Any household pet can be entered – gerbil, hamster, cat, dog, horse, bunny, guinea pig, etc. The pet that receives the most donations will be featured on the front of the calendar as Hi-Tor’s ‘Pet of the Year’. The runners-up will be pictured on an inside page of the calendar.

Anyone that does not have a pet but would still like to participate in the contest can fill out the registration form and submit a general donation to Hi-Tor. The shelter will put all general donations toward a nomination for one of its own animals to appear in the 2011 Pet Calendar.

Registration forms for the contest are available at Hi-Tor and on its Web site at www.HiTor.org. Forms will also be available at Pet Nutrition Center in Nanuet. For additional information, call the shelter at 845-354-7900 or contact Judy Stone at Judy@HiTor.org.

All entries must be received by May 31; all donations must be received by Sept. 1. Hi-Tor is located at 65 Firemen’s Memorial Drive in Pomona.

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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