

**For Immediate Release**  
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### **HI-TOR ANIMAL CARE CENTER**

#### **ANNOUNCES 2010 PET CALENDAR CONTEST**

*Proceeds from second annual fundraiser earmarked for care and protection of Hi-Tor animals*

**POMONA, N.Y.** (July 6) – Building on the success of its inaugural contest last year, Hi-Tor Animal Care Center is inviting all pet owners to enter their pets in the shelter’s second annual Pet Calendar Contest.

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 2010 Pet Calendar. 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 next 12 runners-up will be pictured on an inside page, representing each month of the calendar year, and other runners-up will also be displayed in the calendar.

“The contest received such an enthusiastic response last year that we decided to continue it this year,” said Roberta Bangs, President of Hi-Tor Animal Care Center’s Board of Directors.

“Through last year’s contest and calendar sales we were able to raise a significant amount of funds for the care of the animals at the shelter, and we hope to do even better this year. This is a fun way to contribute to a very important cause – helping ensure the health and welfare of the more than 2,500 animals annually in Hi-Tor’s care.”

Many of the animals entered in last year’s contest were adopted from Hi-Tor. Donations are especially appreciated in light of the record number of animals the shelter has been taking in, Bangs said.

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Registration forms for the contest will be available at Hi-Tor Animal Care Center, Pet Smart, Pet Nutrition Center, Best Friends Pet Care in Chestnut Ridge, N.Y., Fred's Pet Store, Pet Palace, Ramapo Kennels, Clarkstown Town Clerk David Carlucci's office, many veterinarians' offices in Rockland County and by e-mailing Judy Stone at [Judy@HiTor.org](mailto:Judy@HiTor.org) or calling Barbara Leavey at 845-267-8234. Registration forms can also be downloaded online at [www.HiTor.org](http://www.HiTor.org).

All monies and entries must be received by Sept. 30. Hi-Tor is located at 65 Firemen's Memorial Drive in Pomona.

Founded in 1973, Hi-Tor Animal Care Center is the only animal care and control shelter in Rockland County and takes in approximately 2,500 animals each year. The organization offers a variety of programs that are beneficial to the community and provides vouchers for low-income spay/neuter services and occasional training programs for pet owners and volunteers.

Hi-Tor is a privately incorporated, nonprofit organization and is dedicated to preserving and improving animal life, promoting education through animal care and control, and providing a safe environment for all living creatures. Additionally, Hi-Tor is committed to acquiring a state-of-the-art facility, on a dedicated campus, to provide the highest standard of care to sheltered animals and to promote responsible pet ownership through education. The shelter has a small paid staff, with a volunteer Board of Directors and a team of volunteers. For more information, visit [www.HiTor.org](http://www.HiTor.org).