



FOR IMMEDIATE RELEASE

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National Nonprofit Petco Love Invests in Lifesaving Work of betterTogether Forever
Grant of \$7,500 will help save and improve pet lives in Los Angeles, California

Los Angeles, CA (September 23, 2022) – betterTogether Forever is set to receive a \$7,500 grant investment from national nonprofit Petco Love to support their lifesaving work for animals in Los Angeles.

Petco Love is a national nonprofit leading change for pets by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since its founding in 1999, Petco Love has invested \$330 million in adoption and other lifesaving efforts. And Petco Love helps find loving homes for pets in partnership with Petco and more than 4,000 organizations — like ours — across North America, with 6.5 million pets adopted and counting.

“Our investment in betterTogether Forever is part of more than \$15M in investments recently announced by Petco Love to power local organizations across the country as part of our commitment to create a future in which no pet is unnecessarily euthanized,” said Susanne Kogut, president of Petco Love. “Our local investments are only part of our strategy to empower animal lovers to drive lifesaving change right alongside us. We recently celebrated the one-year launch anniversary of [Petco Love Lost](#), a national lost and found database that uses pet facial recognition technology to simplify the search for lost pets.”

“We understand that many people are facing financial challenges, but regardless of one’s socioeconomic status, everyone has the right to the joy of pets. No pet parent should ever have to surrender their furry loved-one because they can’t afford proper care or don’t know where to turn for help. This grant from Petco Love will support our work assisting financially struggling pet parents in under-served and under-resourced communities throughout Los Angeles, by allowing us to continue helping families keep their pets healthy, fed, housed, off the streets and out of animal shelters. Most importantly, families and pets will be able to remain together where they belong,” said Christy Schilling, Executive Director.

betterTogether Forever is a nonprofit organization serving Los Angeles that helps keep pets happy, healthy, safe, and with the owners who love them. betterTogether Forever is present at the North Central Animal Shelter providing surrendering alternatives to pet parents by having a pet food and supply pantry, helping with vet care, free spay/neuter services, vaccines, landlord issues, fence repair, owner redemption fee aid, and in severe cases, humane euthanasia. betterTogether Forever also helps provide access to veterinarian care to those who are low income and are housing vulnerable by hosting

pet wellness clinics once a month, assisting with Emotional Support Assessment/Certification and delivery of pet food and supplies to LA Family Housing and PATH getting people with pets housed and off the streets and out of animal shelters.

For more information about betterTogether Forever visit peopleandpetsbtf.org/.
Learn more about Petco Love here: petcolove.org.

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About betterTogether Forever

betterTogether Forever is a 501(c)3 nonprofit co-founded by Christy Schilling and Kerry Armstrong, merging two successful animal welfare organizations—Bark Avenue Foundation (founded in 2004) and Home Dog LA (founded in 2013). The combined organization, as the name states, is better together, with a broader reach and impact as they help to keep people and pets together across under-resourced communities in Los Angeles. Through direct service and building community partnerships with human service organizations, municipalities, and other nonprofits, betterTogether Forever is leading the way as a pioneer in animal welfare. Visit peopleandpetsbtf.org/ and follow us on [Facebook](#) and [Instagram](#).

About Petco Love

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$330 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide.

Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit petcolove.org or follow on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.