



IMMEDIATE RELEASE

Pet Pops Support the Animals for National Cupcake Day and You Can Too!

HAMILTON, ON (February 13, 2017) – Ever wonder how cupcakes and treats can save animals' lives? Just ask the folks at Beanermunky Chocolates, who have crafted some custom made, animal themed treats for National Cupcake Day; an event in support of the Hamilton/Burlington SPCA.

Aptly named the 'Pet Pop', a portion of each pop sold will be donated to the animals. "This will be the third year we have participated for the HBSPCA," says Lori Eisenberger, Master Chocolatier at Beanermunky Chocolates in Dundas and Waterdown. "It's fun for us to come up with different designs for the event – it gets our creative juices flowing and supports a great cause!"

2017 marks the 5th year of celebrating National Cupcake Day at the HBSPCA. Funds raised directly support the care of animals at the shelter. "Over \$50,000 has been raised from National Cupcake Day within the past four years", says Marion Emo, Chief Executive Officer, "and we are thrilled to have over 60 businesses signed up already".



Do you love to bake? Are you a business looking for a community initiative? Are you a student or teacher looking for something fun for the classroom? Everyone can make a difference during the National Cupcake Day event. Your cupcakes, treats and unique fundraising initiatives can save animal lives this year.

To learn more about participating partners or about how you can get involved, visit www.hbspca.com/donate/join-our-events/national-cupcake-event, or contact Marisa Robins, Resource Development Coordinator at 905-574-7722 ext. 350 or mrobins@hbspca.com.

The Hamilton/Burlington SPCA (HBSPCA) is a private non-profit animal welfare charity. The HBSPCA protects animals from people, cares for animals in its companion animal hospital, kennels and foster homes and promotes responsible pet ownership. Over 2,000 pet companions are adopted every year from the shelter. Charitable Registration#: 11923 6750 RR0001