

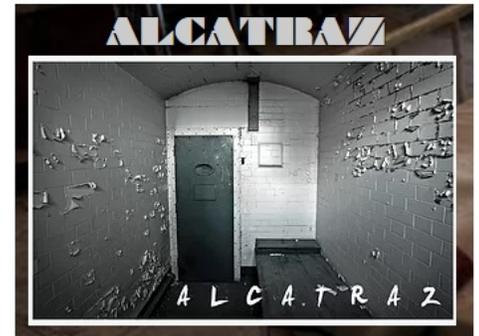


IMMEDIATE RELEASE

Team-Building Activity Helps Shelter Animals

HAMILTON, ON (April 19, 2017) – Imagine this, you awake in an unfamiliar place, resembling an old, medieval castle. The door behind you shuts with a loud noise, leaving you trapped. It seems you are locked in the chambers of a powerful secret society and your only chance to escape is by successfully solving a series of riddles, puzzles and mysteries in only 50 minutes.

This is what guests will experience at Alcatraz' newest escape room - The Secret Society, which will open its doors to the public on May 5th. Fifty per cent of proceeds from bookings of all Alcatraz Escape Rooms on May 5 will be donated to the animals at the Hamilton/Burlington SPCA.



"We wanted to do something that helps the community in a positive way. We are in the position to help and being animal lovers, that is exactly what we intend to do through this event", says Beni Kalman, co-owner of Alcatraz Escape Rooms.

The success and buzz of escape rooms worldwide led three puzzle enthusiasts to open two escape room locations in Hamilton just over a year ago. "Participating in an escape room is a challenging, fun activity. It promotes team building skills and it allows participants to interact with their team mates in a different environment", says Kalman.

The response on social media has been outstanding. HBSPCA staff and volunteers will be selling their recently launched branded merchandise during the event. Certified visiting dogs will be on site between 5 and 9 pm to calm participants' nerves before they take on the escape room challenge.

"The sky's the limit when helping our animals and we are thankful Alcatraz approached us with this wonderful fundraising idea", says Natalia Hanson, Program Assistant at Hamilton/Burlington SPCA. "We are looking forward to partnering with more individuals and businesses that want to help our shelter pets through fundraisers".

If you or your business have a fundraising initiative to help the animals at the HBSPCA, please contact Natalia Hanson, Program Assistant at 905-574-7722 ext. 427 or nhanson@hbspca.com.

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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