



IMMEDIATE RELEASE

“Get Inked – Help Animals. Hamilton/Burlington SPCA Teams Up with Local Tattoo Shop for Fundraiser”

Hamilton, ON (April 3, 2018) – The Hamilton/Burlington SPCA has announced their first “Flash Tattoo Fundraiser” in partnership with Grim City, a local tattoo shop in the north east end of Hamilton. With over 30 flash designs to choose from, Grim City will donate \$20 - \$30 from each flash tattoo done throughout the month of April to the animals at the HBSPCA.

The fundraiser was born out of a desire to appeal to a younger demographic of animal lovers in the Hamilton community. “The original idea was to do a one-day event in April”, says Natalia Hanson, Events Coordinator at the HBSPCA, “and we were pleased and astonished when it booked up in 3 hours!” Generously, Grim City is now offering the flash tattoos for the entire month of April, providing a sigh of relief to those who could not get appointments for the original date.

The tattoo shop, which has been voted Hamilton’s #1 Tattoo Shop by Client Ratings and Reviews for 3 consecutive years (2015-2017), has done charitable work for other animal rescues, at-risk youth and victims of human trafficking and racism. “We pride ourselves at Grim City on our ability to offer our artists’ talent and services to help those in need, whether it’s by removing marks from radiation treatment, or by raising funds for animals in need through this kind of events” says Memphis Cadeau, co-owner of Grim City Tattoo Club.

“It has been mind-blowing to see the response we’ve gotten from this event”, continues Hanson, “it goes to show that Hamiltonians are eager to support charitable causes through original, out-of-the-box fundraisers like this one.” The Facebook event has been viewed by over 7,000 people and shared by over 300 users. Appointments can be made throughout April by calling Grim City at 905-544-1222. The HBSPCA is encouraging tattoo-goers to share their fresh ink on social media by posting a photo of their flash tattoos and using the hash tag #getinkedhelpanimals.

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HBSPCA is the proud recipient of Reader’s Choice Award-The Hamilton/Burlington SPCA is the proud recipient of a 2017 Hamilton Spectator Readers’ Choice Award for Best Non-Profit Charity – Diamond Award. We are donor based and animal focused. The HBSPCA protects animals from people, cares for animals in our companion animal hospital and in our kennels and promotes responsible pet care.

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