



FOR IMMEDIATE RELEASE

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National Nonprofit Petco Love Invests in Mitchell County Animal Rescue (MCCAR) to Save and Improve the Lives of Pets in Mitchell County

Spruce Pine, NC (December 16, 2024) – MCCAR is set to receive a \$15,000 grant investment from national nonprofit Petco Love in support of their lifesaving work for pets in Mitchell County.

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 nearly \$400 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 more than 6.9 million pets adopted and counting.

“Our investment in Mitchell County Animal Rescue is part of more than \$12M 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 launched [Petco Love Lost](#), a free national lost and found database that uses patented photo-matching technology to simplify the search for lost pets.”

“Having the funds to support our life-saving efforts in our communities is crucial. This investment from Petco Love will allow us to not only support at-risk pets in our care on their journeys home, but it will also allow us to offer free spay/neuter surgeries and vaccines to pets whose families can not otherwise afford those services. We are so proud of the partnership we share with Petco Love!” – Amber Lowery, Executive Director MCCAR

Mitchell County Animal Rescue is a nonprofit organization that has proudly served Mitchell County for the past forty years. MCCAR’s mission is to protect, rescue, and care for at-risk pets; to promote the importance of spay/neuter in reducing the population of animals living on the streets, to place pets in loving homes; and to educate young people in humane treatment of animals. In 2024, MCCAR has taken

in over 200 more pets than last year and surpassed their goal set for adoptions (includes transports and returns to home) by placing 922 pets so far this year! MCAR looks forward to the future, as plans for a new facility and partnership with Mayland Community College and Avery County are moving along!

For more information about Mitchell County Animal Rescue, visit <https://www.mitchellcountyanimalrescue.org/>. Learn more about Petco Love here: petcolove.org.

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About Mitchell County Animal Rescue, Inc

Mitchell County Animal Rescue, Inc. (MCAR) is a not-for-profit humane organization licensed through the NC Department of Agriculture and NC Department of Health and Human Services, and contracted by Mitchell County to operate the animal shelter. We receive approximately 25% of our operating budget from the County and could not exist without funds from grants, individual donations, and fundraising events. We are licensed by the NC Secretary of State to solicit donations. MCAR accepts animals of all breeds, all ages, and all conditions. We do not euthanize healthy, adoptable animals; we do not euthanize for space. Thousands of animals over the years have found a safe haven within the walls of Mitchell County Animal Rescue and we are proud of this community and what we've accomplished together.

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 nearly \$400 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.9 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. Is love calling you? Join us. Visit PetcoLove.org or follow us on [Facebook](#), [Instagram](#), [X](#), [Threads](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.