



For Immediate Release

Casey Smith
Director of Marketing
706-660-5933
csmith@pawshumane.org

32 Shelters Compete in the Second Annual March Muttiness Virtual Fundraiser

COLUMBUS, GA. – (March 4th, 2021) – For the second year in a row, March Muttiness is back and even bigger than before. This year, 32 animal shelters across the country are participating in some fun friendly competition all with the same goal in mind: **raising crucial lifesaving funds for the animals in our care.**

Last year, right about this time, the world was gearing up for a complete shutdown. Unaware of what the future held, Paws Humane Society's loyal supporters made a slam dunk for the animals! Through multiple rounds of competition and generous donations, Paws Humane won the 2020 March Muttiness Championship. With the help from the community, the staff and supporters of Paws Humane hope to make it to the Championship again.

Beginning today, the first round of the tournament is the [Thrilling Thirty-Two](#) and Paws Humane is up against its friends at It Takes a Village No Kill Rescue in Indiana. The team that raises the most donations through Saturday, March 6th at 10 p.m. EST., will move on to the next round, the Sensational 16. The friendly competition will continue through several more rounds until a champion is crowned in late March.

But win or lose, every shelter can earn money to support their pets. That's a lot of donations to animal shelters nationwide that need community support now more than ever.

“For Paws Humane, March Muttiness signifies a rainbow in the midst of a storm,” said Susan Cheney, Director of Development at Paws Humane Society. “While the world faced the COVID-19 pandemic, the needs of the animals were even greater and this initiative brought focus to those needs being faced by every animal shelter across the country as many of us banded together to help one cause. Our continued involvement is to further the progress that was begun last year. Donations made go to help the work we are doing here in the Chattahoochee Valley, and also bring awareness to the issues of animal welfare that every shelter across the country fights. Our continued participation allows these shelters to come together and help one another again.”

How you can help?

[Make a donation](#) to support Paws Humane's lifesaving mission by visiting www.pawshumane.org/marchmuttness and be a cheerleader for Paws Humane by sharing this virtual fundraiser with your friends and family via email and on social media.

Last year, March Muttness raised thousands of dollars for participating shelters. You can follow a running total of each shelter's total fundraising and how Paws Humane is doing in the competition at www.marchmuttness.org.

The 2021 March Muttness championship winner will receive an additional \$5,000 donation! Paws Humane's share of the proceeds will benefit all of the homeless animals in and around the Chattahoochee Valley who we serve day in and day out.

###

About [Paws Humane Society](#):

Paws Humane Society is a 501(c)(3) nonprofit organization whose mission is to enrich the lives of both animals and people as a solution-based community resource for animal welfare by providing high-volume and high quality spay/neuter, rescue and adoption services, volunteer opportunities, outreach, and education. Paws vision is to be the regional leader for animal welfare in adoption, spay/neuter, outreach and education to ultimately create a No-Kill Community. Paws is supported by private contributions from the citizens of our community.