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**#BettyWhiteChallenge – UPDATE***Over $18,500 raised!*

Urbana, IL – Even before January 17, 2022, the day entertainment icon Betty White would have turned 100 years old, the Champaign County Humane Society (CCHS) started receiving donations in her name. A challenge had gone viral on social media to donate to local animal shelters on the beloved actresses’ birthday to celebrate the woman who was also a fierce supporter of animal welfare. By the time the day was over, hundreds and hundreds of people responded to the #BettyWhiteChallenge by donating over $18,500 to CCHS, including a $1,500 donation from Tito’s Handmade Vodka matching the first $1,500 donated during the social media challenge!

CCHS Executive Director Mary “Tief” Tiefenbrunn says, “These donations come at a really good time. Non-profits are dealing with the same challenges as other businesses, including inflation and staffing issues. The post-holiday winter months are traditionally very slow for fundraising. The Betty White Challenge has been an infusion of optimism for animal shelters and rescues across the State!”

CCHS is still receiving gifts in honor of Betty White. Donations can be made online at [www.cuhumane.org](http://www.cuhumane.org), over the phone at 217-344-7297, or by mail to the shelter at 1911 East Main Street, Urbana, IL 61802.

The Champaign County Humane Society (CCHS) is a non-profit, "open door" animal shelter accepting all companion animals needing shelter, regardless of age, physical condition, or adoptability. CCHS is not a county agency, and is not supported by tax dollars. Our purpose is to prevent cruelty to animals, promote animal welfare, educate the public about the humane care and treatment of animals, address animal overpopulation, and to provide high quality shelter, medical, and adoption services. For more information, please call (217) 344-7297 or visit [www.cuhumane.org](http://www.cuhumane.org).

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