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For Immediate Release

CHAMPAIGN COUNTY HUMANE SOCIETY **ANNOUNCES VIRTUAL MUTT STRUT AND CAT NAP CHALLENGE**

Walk your dog or nap with your cat to raise funds to help local homeless animals

Urbana -- The Champaign County Humane Society's (CCHS) annual Mutt Strut and celebration of "All Things Dog" will be a little different this year. It's not only going virtual, it's also opening up to a whole new demographic: Cats and Cat People.

The Mutt Strut and Cat Nap challenge runs June 1st through June 30th. Dog owners are being asked to strut their pups from home or around their neighborhood, while cats and cat owners can take naps and literally raise funds in their sleep for the cause. Participants can set their own walking or napping goals.

Participants can visit the CCHS website to set up personalized fundraising pages to share with friends and family and compete for grand prizes of having a photo of their pet featured on the label of Triptych Brewery's Fall Brew. Triptych will create two labels, one for the winning cat, and one for the winning dog.



Anyone who raises \$50 will get an event t-shirt and pet-friendly goodie bag and more prizes will be awarded at the \$250 and \$500 level. The person who gets the most friends to donate at any level will also receive special recognition and a big box of prizes.

The CCHS Facebook page, with nearly 20,000 followers, will spotlight participants and their pets throughout the month to help them feel the love as they raise funds for the cause.

"The Mutt Strut has always combined raising money for homeless pets with giving dogs the chance to do what they do best, walk around outdoors and earn treats," says Executive Director Mary "Tief" Tiefenbrunn. "When we decided to go virtual we thought, 'Why should dogs have all the fun?' Cats might want to help the cause while doing what they do best too — napping, on the sofa, preferably in a ray of afternoon sunshine. Thus the Mutt Strut versus Cat Nap fundraiser was born, and a challenge was thrown down. Who will raise more money for the cause: cats or dogs?"

The fundraising contest is open now and ends on Tuesday, June 30th at 5pm. Winners of the Cat Nap and Mutt Strut will be announced on Monday, July 6th. Participants can pick up their prizes at the Champaign County Humane Society after Monday, July 6th. A final tally of total donations from dog people versus cat people will be announced on July 7th for bragging rights.

The Mutt Strut and Cat Nap is sponsored by Colorfil air filters, Meijer, Triptych Brewing.

To create your personalized fundraising page or donate to your favorite pet, visit givebutter.com/muttnap.

Media Contact: Jill Pyrz, jill@cuhumane.org, 217-706-1227. ###