



**FOR IMMEDIATE RELEASE**

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**LA PLATA COUNTY HUMANE SOCIETY  
NAMED AS ANIMAL PLANET NATIONAL FINALIST**

Durango, CO – La Plata County Humane Society (LPCHS) was stunned and thrilled to find out Thursday that they had been named as one of the five national finalists in the “Animal Planet Pet Nation Renovation” contest, held by the popular cable TV channel. **The winner will be determined by popular vote among the public. Voting begins at 9:00 am EST on Sunday, March 19<sup>th</sup> and concludes at 11:59 pm EST on Sunday, April 2<sup>nd</sup>.** “We submitted the required 3-minute video explaining why our Shelter has such a great need for this renovation, and honestly didn’t think that we had much of a chance on a national level,” said Marketing & Development Coordinator, Emily Phillips. “Imagine how shocked we were when they called with the fantastic news!” If selected, LPCHS will be the recipient of a \$50,000 renovation undertaken by the Animal Planet Pet Nation Renovation Crew. The renovation will be filmed and will air on “Animal Planet” Channel.

While the four other finalists will not be disclosed until Sunday, March 19<sup>th</sup>, LPCHS has been advised that they are **the ONLY Colorado finalist**.

La Plata County Humane Society is a private 501 (c) 3 animal welfare organization founded in 1971. The current Shelter facility opened in December 1997, and has had 3 additions and remodels trying to keep up with the increased services provided, as well as the increase in animals who can be served. The additions have been primarily done to add in one necessary space at a time, as was the case with the dog isolation area, in 2012. Currently, the Shelter staff find themselves out of room to adequately accommodate their needs, and there is a vast amount of deferred maintenance. Animal Services Director Chris Nelson stated, “Our facility is approximately 20 years old and the kennels are in desperate need of upgrade for the safety and well-being of the animals entrusted to our care.”

LPCHS Executive Director Michelle Featheringill summed up the excitement and enthusiasm, “At LPCHS, we know how fortunate we are to have huge community support. We are hoping that our excitement about possibly being chosen for the renovation will be contagious, with everyone within our State and four corners region jumping in to cast their vote for La Plata County Humane Society.”

<http://www.animalplanet.com/tv-shows/pet-nation-renovation/>

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If you would like more information, or to schedule an interview, please call Chris Nelson at (970) 749-5798 or Michelle Featheringill at (970) 385-4764