

# Ruff Love Rescue



**FOR IMMEDIATE RELEASE**

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**Petco Foundation Invests In Partnership of Ruff Love Rescue and The Sergei Foundation**

**[Winston-Salem, NC] (December 15, 2016)** – Ruff Love Rescue and The Sergei Foundation, both of the Piedmont Triad, announce the award of a collaborative \$2,000 grant from the Petco Foundation. Working together, these two independent animal welfare nonprofit organizations showed what partnership can accomplish in an often competitive industry, especially where funding is concerned, as both charitable organizations are fully dependent on community and business donation and fundraisers.

The Petco Foundation investment will help to promote and run an official pet adoption area of the fourth annual [Triad Dog Games](#) in May 2017 at the Winston-Salem Fairgrounds. Other rescues and shelters are welcome to participate, for which Ruff Love Rescue will be coordinating. Funds will help underwrite related expenses for both organizations with the goal of increasing adoptions and encouraging collaboration between animal welfare agencies.

“Certainly, this grant is a wonderful opportunity to extend the efforts of life-saving and adoptive efforts for both of our organizations,” states The Sergei Foundation's founder, Karen Fullerton. "To me, the more important success factor is how well our two organizations see the benefit of working together for the collective, common good of animal welfare."

For more information on these organizations: Visit [RuffLoveRescue.com](http://RuffLoveRescue.com) or join the conversation on [Facebook](#); Visit [The Sergei Foundation](http://TheSergeiFoundation) or join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) or by using the hashtag #CreateHappyTales; Visit [petcofoundation.org](http://petcofoundation.org) or join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) or by using the hashtag #PetcoFoundation.

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**About Ruff Love Rescue**

Ruff Love Rescue (RLR) is a non-profit, 501(c)(3), no-kill dog rescue and foster care organization dedicated to the care of abused, neglected and abandoned dogs. For over 15 years RLR has worked tirelessly to find homes for countless dogs. Ruff Love Rescue is an all-volunteer organization. All dogs saved lived in private foster homes.

**About The Sergei Foundation**

Incorporated as a 501c3 nonprofit organization in 2009, The Sergei Foundation's mission is to "Save companion pets' lives by providing veterinary financial assistance to families unable to afford emergency, life-saving care." To date, the organization has helped hundreds of dogs and cats across North Carolina receive emergency veterinary medical attention, keeping them with their loving families. The Sergei Foundation's goal is to treat one-time accident or illnesses, preventing unnecessary suffering or euthanasia from the owner's inability to afford costly veterinary medical treatment.

**About the Petco Foundation**

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$170 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 5 million pets find their new loving families, and we're just getting started. Visit [petcofoundation.org](http://petcofoundation.org) to learn more about how you can get involved.