



FOR IMMEDIATE RELEASE

National Nonprofit Petco Love Invests in REASON To Help Increase Access to Veterinary Care for Pets in Burke County, North Carolina

Morganton, NC (November 20, 2023) – REASON is set to receive a \$1,000 grant investment from national nonprofit Petco Love in support of their lifesaving work for animals in Burke County, North Carolina.

Petco Love is a national nonprofit leading change for pets by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since its founding in 1999, Petco Love has invested \$370 million in adoption and other lifesaving efforts. And Petco Love helps find loving homes for pets in partnership with Petco and more than 4,000 organizations — like ours — across North America, with 6.7 million pets adopted and counting.

The investment in REASON is part of \$1.5M in grants recently announced by Petco Love for more than 100 spay/neuter clinics and other low-cost veterinary care providers to help increase access to veterinary care for pets in their communities. The lifesaving investments are also being granted to reduce economic euthanasia, and the surrender of pets to shelters when families are not able to afford needed veterinary treatment.

“Petco Love knows pets are family and we strive to take care of them the best we can, though the reality is not everyone has equal access to veterinary care as many pet parents face difficult financial times,” said Susanne Kogut, President of Petco Love. “That’s why we are proud to support our partner animal welfare organizations in providing helpful services in their communities, so we can keep pets and their families together.”

“This support from Petco Love is crucial in helping us fulfill our mission of eliminating the euthanasia of healthy cats, dogs, puppies, and kittens by providing low-cost spay/neuter surgeries. The shelters are bursting at the seams with cats and dogs for adoption, so we are trying to mitigate that problem on the front end by preventing pet overpopulation in the first place,” said Dee Greene, Board President of REASON.

As part of Petco Love’s mission to make pet families healthier and increase access to veterinary care, through its *Vaccinated and Loved* campaign, Petco Love reached its goal of distributing 2 MILLION free pet vaccines for family pets in November 2023! The campaign was launched in August 2021, encouraging Petco Love animal welfare partners to host free vaccine clinics. *Vaccinated and Loved* marked its first significant milestone in September 2022, when Petco Love reached its [one-millionth free pet vaccine distribution](#) for family pets and committed to another one million free pet vaccines.

REASON (Reduce Euthanasia And Spay Or Neuter) is a nonprofit organization that provides low-cost spay/neuter surgeries, through working with our local vets and clinics, for those in economical situations which prevent them from getting these surgeries otherwise, serving Burke County, North Carolina. Since 2012, REASON has assisted in completing over 5,300 spay or neuter surgeries, preventing thousands of litters from being born and turned over to the animal shelters.

For more information about REASON, visit reason-burkenc.org. Learn more about Petco Love here: petcolove.org.

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About REASON

REASON is a 100% volunteer-based organization. The number of healthy dogs and cats that have been euthanized in Burke County through the years is mind-numbing! In 2011, Burke County Animal Control received 5,654 dogs and cats; 4,354 were euthanized. A group of county residents wanted to stop this needless killing. As a result, they founded **REASON** as a nonprofit in May 2012. Their goal was to see Burke County become a NO KILL county by preventing overpopulation and unwanted litters. In 2022, Burke County Animal Services received 2,025 dogs and cats; 414 were euthanized. We are not only working to provide low-cost spay and neuter surgeries, but also to help educate the general public on responsible pet ownership and the health benefits of spaying and neutering your pets.

About Petco Love

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$370 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.7 million pets in partnership with Petco and organizations nationwide.

Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit petcolove.org or follow on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.