



## FOR IMMEDIATE RELEASE

**Contact:** Carly Bernardini, Rocky Mountain Puppy Rescue, [info@rmpuppyrescue.org](mailto:info@rmpuppyrescue.org)  
Crystal Bugar, Petco Love, [media@petcolove.org](mailto:media@petcolove.org)

### **National Nonprofit Petco Love Invests in Rocky Mountain Puppy Rescue to Save and Improve the Lives of Pets in Southwest and Rocky Mountain Region**

**Denver, CO (April 10, 2024)** – Rocky Mountain Puppy Rescue is set to receive a \$75,000 grant investment from national nonprofit Petco Love in support of their life saving work for animals in New Mexico and Colorado.

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 \$375 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 6.75 million pets adopted and counting.

“Our investment in Rocky Mountain Puppy Rescue is part of more than \$15M in investments recently announced by Petco Love to power local organizations across the country as part of our commitment to create a future in which no pet is unnecessarily euthanized,” said Susanne Kogut, president of Petco Love. “Our local investments are only part of our strategy to empower animal lovers to drive lifesaving change right alongside us. We launched [Petco Love Lost](#), a national lost and found database that uses patented image-recognition technology to simplify the search for lost pets.”

“Rocky Mountain Puppy Rescue is honored to receive the support of Petco Love for our lifesaving work with dogs and cats in our Petco Love RMPR Adoption Center at 4100 E. Mexico in Denver. In five short months we have doubled our adoption numbers YTD. With Petco Love’s generous partnership, we are able to help more. More pets are transferred, vetted, fostered, and rehomed directly due to the support of Petco Love. This saves more dogs and cats in our community. Petco Love’s investment is vital to this lifesaving work,” said Emma J. Shin, Executive Director, Rocky Mountain Puppy Rescue.

Rocky Mountain Puppy Rescue is a licensed non profit animal rescue and rural mobile spay neuter provider. Since 2010, we have rescued, vetted, and rehomed over 11,000 pets and have spayed, neutered, and vaccinated over 4,000 pets for the public with our Spay it Forward Clinics. We transfer our pets from shelters in New Mexico, then medically treat, foster, and rehome them to loving families. For more information about Rocky Mountain Puppy Rescue, visit our site at [rmpuppyrescue.org](http://rmpuppyrescue.org). Learn more about Petco Love here: [petcolove.org](http://petcolove.org).

### **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 \$375 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.75 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. Is love calling you? Join us.

Visit [PetcoLove.org](https://petcolove.org) or follow us on [Facebook](#), [Instagram](#), [X](#), [Threads](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.