



**FOR IMMEDIATE RELEASE**  
**Charlottesville-Albemarle SPCA**  
**Date: January 8, 2010**

**Contact: Susanne Kogut**  
703-623-9379  
[director@caszca.org](mailto:director@caszca.org)

**CASPCA PARTNERS WITH SISSY SPACEK AND SCHUYLER FISK ON NEW  
PUBLIC SERVICE CAMPAIGN**

***Proceeds from iTunes Song Sales to Benefit Local SPCA***

**Charlottesville, Virginia:** You may have seen the SPCA's new television message, which began airing locally December 18<sup>th</sup>. It features local resident and Academy Award-winning actress Sissy Spacek, who is an SPCA Board Member. The music that inspired the campaign features a special song titled "Love Somebody" by singer/songwriter Schuyler Fisk. On Friday, January 8, 2010, Fisk will release this new single exclusively on *iTunes*, where audiences nationwide will be able to purchase the song with all proceeds benefiting the Charlottesville-Albemarle SPCA.

Executive Director Susanne Kogut reacted to the generous gift by the up and coming singer: "This production is such a beautiful and poetic way to illustrate the love that people share with the animals in their lives. The song lyrics really say it all when it comes to our relationship with our pets... "always know the way to make my dark skies sunny, everything is better when you love somebody." Schuyler's further generosity in donating the proceeds from iTunes sales of the song is simply amazing. We are so thankful for Sissy Spacek and Schuyler Fisk, who have put their time and energy into helping animals and assisting the SPCA to get its message out." The SPCA hopes the community enjoys both the song and the announcement and encourages everyone to purchase the single "Love Somebody" on iTunes. Visit the SPCA's website at [www.caszca.org](http://www.caszca.org) to view this exciting new message and purchase the song.

Read about why Schuyler Fisk supports the SPCA at

<http://blogs.myspace.com/index.cfm?fuseaction=blog.view&friendId=27632172&blogId=525080764>.

The SPCA also would like to acknowledge the assistance given by the Communications Department of the City of Charlottesville with the production and BMW of Charlottesville and Comcast Spotlight of Charlottesville for sponsoring the local television announcement.

To learn more about Schuyler Fisk, visit [www.schuylerfisk.com](http://www.schuylerfisk.com). With her vibrant voice and honest songwriting, Schuyler Fisk draws legions of fans to her music, both onstage and online, where she enjoys an active grassroots following as one of the top indie artists on MySpace. Her debut album, *The Good Stuff*, is currently available on iTunes, Amazon, and in other music stores.

BMW of Charlottesville proudly serves the city of Charlottesville, VA and surrounding areas, offering New and Used Car Sales, BMW Service, and BMW Parts. Please stop by to view and test drive BMW models, including the M6, X5, 6 Series, 1 Series, and 3 Series.

[www.bmwcharlottesville.com](http://www.bmwcharlottesville.com).

The Charlottesville-Albemarle SPCA is a nonprofit animal welfare organization that provides a safe environment for the lost, abandoned, and homeless animals of Charlottesville and Albemarle County, and places them in good homes. The CASPCA also operates pound services for the City of Charlottesville and Albemarle County. The organization strives to set a standard of excellence and leadership in animal care, humane education, and progressive animal welfare programs.

For more information about the Charlottesville-Albemarle SPCA and ways you can support our life-saving programs, we encourage the community to contact Chris Roberson, Annual Giving Manager, at 434-964-3305 or visit our website at [www.caspca.org](http://www.caspca.org). Donations can also be made online at <http://www.caspca.org/Donations.asp> or mailed to Charlottesville-Albemarle SPCA, 3355 Berkmar Drive, Charlottesville VA 22901.

#####