



FOR IMMEDIATE RELEASE
Charlottesville-Albemarle SPCA
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SPCA raises record amount at Shake, Rattle and Roll Critter Ball

CHARLOTTESVILLE, VIRGINIA: The SPCA's 2011 Critter Ball raised more than \$250,000 largely due to its Celebrity Dance competition. This popular SPCA Ball consists of a dinner, silent and live auction and a Celebrity Dance competition modeled after ABC's Dancing with the Stars. In the third year of the dance competition where dancers compete for dollar votes to take home the mirror ball trophy, this year's dancers raised over \$113,000 to help the animals at the SPCA.

Executive Director, Susanne Kogut said "we just could not be more pleased about the event, everyone that attended had a good time, the dancers were absolutely fabulous and incredibly entertaining and we all just had fun. In the end, the true success is that the animals will benefit from the proceeds."

The SPCA said the dance competition results this year were the closest ever. Kogut explained "we counted the votes several times to make sure there was no mistake. But all the dancers were just incredible and they are all winners to us." The two top dancers Corbin Snow and Eliza O'Connell were less than one hundred votes apart. At the end of the evening though, it would be local business owner Corbin Snow and his dance partner Robin Grimsby, dancing a western flair to Rawhide, who would take home the coveted mirror ball trophy. In Corbin's acceptance speech, he thanked Preston Morris, Jr. for getting him involved in the competition, his wife, his marketing manager, all his corporate sponsors and all of his supporters. The closeness of the competition demonstrates how every donation counts -- whether to help the dancers win the trophy or to help the animals at the SPCA -- every donation matters.

The mission of the Charlottesville-Albemarle SPCA is to provide a safe and nurturing environment for the lost, abandoned, and homeless animals of the City of Charlottesville and the County of Albemarle and to increase the number of these animals being placed in appropriate, loving, and permanent homes through adoptions, foster care, and outreach, and to set a standard of excellence and leadership in shelter animal care, humane education, and progressive animal welfare programs.

For more information about the SPCA call 434-973-5959 or visit our website at www.casppca.org.