



## Press Release



# Rick Mercer Report at the PEI Humane Society Air date Tuesday, January 24

For immediate release – January 22, 2012

**Charlottetown** – The **PEI Humane Society** was host to Canadian personality Rick Mercer and the Rick Mercer Report team on Monday, January 16<sup>th</sup> to record a segment for the popular CBC show which will air on CBC Tuesday, January 24 at 8:00pm and Friday, January 27 at 8:30pm.

**“We were ecstatic when a staff member from the Rick Mercer Report called asking if Rick Mercer could be a PEI Humane Society Volunteer for an upcoming episode of their show”** explains Lisa Hashie PEI Humane Society Development Coordinator. **“Being a part of the Rick Mercer Report was an amazing opportunity to showcase the work we do for companion animals on PEI. It was also a chance to help spread the word to all Canadians that Humane Societies and SPCAs across Canada need adopters, financial support, and volunteers.”**

**“I had a great day at the PEI Humane Society”** explained Mercer. **“I learned about the importance of spaying and neutering, microchip pet ID, and the critical need for a lint brush if you plan on spending 12 hours in an animal shelter.”**

CBC’s Rick Mercer Report receives approximately 1 million viewers per episode, has over 97,000 facebook fans, and over 224,000 twitter followers.

The **PEI Humane Society** is a not-for-profit organization which operates the Province’s only shelter for lost, injured, and homeless companion animals. For more information regarding the Society’s programs and services visit [www.peihumanesociety.com](http://www.peihumanesociety.com).

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**Photo attached:** Rick Mercer with Peanut and Kit Kat, puppies at the PEI Humane Society.

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