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For Immediate Release

In Our Taylor Swift Era

Nova Scotia SPCA asks for donations on Swift's birthday

December 12, Nova Scotia – Many people talk about Taylor Swift because of her world-record-breaking concert tour, the Eras Tour. Or her multi-award-winning music. But for pet families with cats, they know that deep down the talented artist is just like them, a cat lady.

December 13 is Taylor Swift's birthday, and last year shelters worldwide participated in the "Taylor Swift Cat Challenge" posing with cats in their care. This year, in honour of Swift (and her three cats Meredith Grey, Olivia Benson, and Benjamin Button) the Nova Scotia SPCA is asking Swifties to donate to support the cats in their shelters.

"As of today, we have well over 700 cats in care," says Heather Woodin, Chief of Animal Operations, Nova Scotia SPCA. "Cats receive medical treatment, sheltering, food, and love, across the seven shelters we have in the province. With the average length of stay of 29 days."

In honour of Swift, fans are being asked to donate \$13 (her favourite number), \$35 (her age), or \$87 (her boyfriend's jersey number), to raise \$1989.

"This is a great way to get fans of all ages engaged in philanthropy," says Marni Tuttle, Chief Advancement Officer, Nova Scotia SPCA. "We know that Swift fans are generous, you heard stories throughout the Era's tour, and Taylor Swift herself gave back in every city she performed in."

Before you make that next friendship bracelet, visit www.novascotiaspca.ca/taylorswift and donate today.

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About the Nova Scotia SPCA

Proudly following no-kill principles, the Nova Scotia SPCA is a registered charity that helps companion animals in need. Last year, approximately 16,000 pets were helped through

animal rescue, progressive programs, and rehoming opportunities. The Nova Scotia SPCA does not receive any government funding for their shelters, so the SPCA relies on community support to help care for local pets in need. To learn more visit www.novascotiaspca.ca.

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