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ASPCA HOSTS ITS FIRST GIVING HOPE FACEBOOK LIVE-A-THON ON GIVING TUESDAY TO RAISE CRITICAL FUNDS FOR ANIMALS IN NEED

ASPCA teams up with Animal Planet, Subaru and influencers to raise awareness of the ASPCA's life-saving programs

NEW YORK, Nov 28, 2017 - On Giving Tuesday, November 28, beginning at 9 a.m., the ASPCA is hosting its first-ever [ASPCA Giving Hope Facebook Live-a-thon](#) on the [ASPCA's Facebook page](#). Special guests include actress Edie Falco, Mother of Dogs founder Allie Rizzo, as well as Travis Brorsen, host of Animal Planet's My Big Fat Pet Makeover, Dan Schachner, America's favorite Animal Planet Puppy Bowl "Rufferee," and Jill Rappaport, an award-winning animal advocate and host of Animal Planet's first-ever, Puppy Bowl Presents: The Dog Bowl. Influencers and senior pet advocates Chloe Kardoggian and Mervin the Chihuahua will also join the event.

The Facebook Live-a-thon will feature hourly livestreams spotlighting various ASPCA life-saving programs including pet adoption, neonate kitten care and bottle feeding, kitten fostering, fighting puppy mills, and responding to natural disasters. The event will also feature adoptable dogs from Hurricane Harvey, senior pets, and animals involved in cruelty rehabilitation.

"The ASPCA is excited to join Giving Tuesday with our first-ever all day Giving Hope Facebook Live-a-thon," said ASPCA Interactive Marketing Vice President Luke Franklin, who will be hosting the day-long event. "We hope the Facebook Live-a-thon gives the public a deeper look into the ASPCA's day-to-day work to improve animals' lives across the nation – and how support from donors can tremendously impact animals in our programs."

The goal of this virtual event is to raise critical funds, and viewers will be able to donate directly to the ASPCA via the 'Donate' button embedded in the Facebook Live videos. [Subaru of America, Inc.](#) will match donations to the ASPCA during the livestream up to \$25,000.

In addition to participating in livestreams throughout the day, Animal Planet will also promote the ASPCA Giving Hope Live-a-thon on the Animal Planet television network.

Join us during the ASPCA Giving Hope Facebook Live-a-thon on Facebook by using the hashtags #GivingTuesday and #ASPCAGivingHope.

For more information on the ASPCA Giving Hope Facebook Live-a-thon, visit www.asPCA.org/GiveHope.

About the ASPCA®

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation's leading voice for animals. More than two million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit www.ASPCA.org, and be sure to follow the ASPCA on [Facebook](#), [Twitter](#), and [Instagram](#).