

atlanta huane society

Atlanta Teen Honored as “Pawsitive Impact Kid”

Young advocate earns \$1,000 Petco Foundation Grant and World’s Best Cat Litter donation for the Atlanta Humane Society

Atlanta, GA (March 28, 2017) – 16-year-old Buckhead resident Haley Hooper has been honored as a Pawsitive Impact Kid. The program, sponsored by the Petco Foundation, Petco and World’s Best Cat litter, recognizes kids in grades K-12 who go above and beyond to help animals. Selected kids are invited to designate their favorite animal welfare organization to receive a \$1,000 grant from the Petco Foundation and a donation of 300 pounds of cat litter from World’s Best Cat Litter. The pet-loving kids receive gifts from Petco and other sponsors.

Since she was in third grade, Haley has been organizing a 5K run to benefit the Atlanta Humane Society (AHS). Now, seven years later, Haley’s Kingswood Fun Run has raised more than \$42,000 for homeless pets and immeasurable community awareness about animal welfare issues and the benefits of adoption.

Haley started the run at age nine, when she herself became passionate about running in 5K races. She decided to start her own event to introduce kids in her neighborhood to the joys of running. When Haley noticed that most events benefit causes, she knew she wanted hers to benefit another passion of hers: animals. “I chose the one where I thought I could make a difference helping homeless pets, the Atlanta Humane Society,” Haley explains.

While the race started out small, it has grown each year, with Haley managing all aspects of the event from marketing to registration to course planning to logistics to sponsorships. The young philanthropist spends hundreds of hours year-round planning the August event. “Each race is a challenge to raise more than the previous year,” Haley says. “My goal for the race is to raise \$100,000 before I go to college.”

Working with the Atlanta Humane Society has been great says Haley. “I love the Atlanta Humane Society because I know exactly where the money is going. Through the years, I have learned about the cost of heartworm treatment, puppy shots and spay and neuter programs and I have incorporated that information into my sponsorship levels,” she says.

The Petco Foundation, who believes that love can drive change for pets, people, and communities, is proud to sponsor this program that exemplifies love.

“There are so many kids who, at a young age, already understand the importance of caring for animals in need and recognizing how much joy pets bring to our lives. It’s an honor to recognize these young volunteers who are putting their love for animals into action to help save lives. After all, each of us has a role to play in creating a better world for animals,” says Susanne Kogut, Executive Director of the Petco Foundation.

More information about the Pawsitive Impact Kids program is available at www.crayonsandcollars.com/pawsitive-impact-kids

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