

*****FOR IMMEDIATE RELEASE*****

CALENDAR FUNDRAISER SPOTLIGHTS FIT MEN AND SHELTER PETS

ROME, NY- The Humane Society of Rome is selling its inaugural issue of “The FINE and the FURRY” 2017 calendar featuring local fit bods and shelter pets. Each month features a shirtless community member either individually or in a group setting.

We paired these hulking men with sweet rescues to convey the idea that these animals need protection from the cruelty and indifference that exists in the world of discarded and abused pets. If that isn't apparent to some, then we hope that they will appreciate the delicious eye candy!

This is your chance to support The Humane Society of Rome while seeing these shirtless models every day of the year in 2017. All money raised will benefit The Humane Society of Rome's General Fund. This fund pays for the daily expenditures of the shelter including food, medicine, treatment and recovery therapy to animals who are brought to us homeless, abused and neglected.

Calendars are in limited production and currently available for order on line or can be purchased at the shelter in Rome. If there are any questions regarding the 2017 calendar, please call the shelter directly at 315-336-7070 or email the shelter at fundraising@humanesocietyrome.com.

WHO: 12 of the area's hottest men and the Humane Society of Rome shelter pets.

WHAT: 2017 The FINE and the FURRY calendar sales

WHERE: www.humanesocietyrome.com or in person at the Humane Society in Rome

WHEN: Sales are underway NOW!

WHY: This is the Humane Society of Rome's inaugural edition of The FINE and the FURRY, which we hope to be our largest fundraising project to save abused, neglected and abandoned animals.

The Humane Society of Rome is a not-for-profit organization serving The Mohawk Valley and surrounding areas since 1956. We provide shelter, food and loving care to all unwanted cats and dogs. We promote the adoption of rescued, abandoned, abused or neglected animals into safe lifelong homes.

Source: The Humane Society of Rome