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## **Local Nonprofit Animal Shelter Launches Statewide Giving Day**

*Animal Humane coordinates effort to raise funds for animal welfare groups*

ALBUQUERQUE, N.M. (April 5, 2021) – From feathers and scales to fins and fur, Animal Humane New Mexico knows that all creatures are beloved members of New Mexico families. And, they also know that animal welfare organizations across the state work hard every day to meet the needs of the pets in their care and the families who have welcomed these pets to their forever homes.

It's why Animal Humane has created **NMLuvsPets Giving Day**, a coordinated statewide effort to celebrate the work of these animal welfare organizations, to increase mission awareness and raise the necessary funds to allow these groups to continue their life-saving work across the state.

**NMLuvsPets is Sunday, April 11**, to coincide with the celebration of National Pet Day. In its first year, 13 animal welfare organizations, including Animal Humane, have teamed up for this amazing day of giving.

"Every animal welfare organization in New Mexico, whether big or small, is a vital part of the animal welfare system. NMLuvsPets was conceived as a giving day specifically for pets in need; it's a way for our organizations to come together and use our combined reach to increase awareness for our shared mission, while raising vital funds to support the work we collectively do to better NM for pets," says Erica Webb, Development Director at Animal Humane New Mexico.

Each individual organization is running its own mini-campaign, in conjunction with the overall effort. People can visit [NMLuvsPets.org](https://NMLuvsPets.org) to give to individual groups and donate to as many as they would like. While the giving push will be on April 11, [NMLuvsPets.org](https://NMLuvsPets.org) is accepting donations now.

“Humane Society of Lincoln County is thrilled to be participating in NMLP as a way for us to connect with other organizations across the state and ultimately help save more lives! As a small shelter in southeastern NM, we don't often see the collective work being done on a state level, and we are happy to be a part of it. Looking forward to the momentum from this campaign as it grows,” says Jazmin Estrada, Board President of Humane Society of Lincoln County.

**Here are the 13 NMLuvsPets participating groups:**

Animal Humane New Mexico  
Animal Protection New Mexico  
Animal Welfare Coalition of Northeastern NM (Las Vegas, NM)  
Companion Animal Action Team (Williamsburg)  
East Mountain Companion Animal Project (Friends of Moriarty Animal Control)  
Forever Homes Animal Rescue (Alamogordo)  
Friends of the Mountainair Animal Shelter  
Humane Society of Lincoln County (Ruidoso)  
I'm Almost Home Animal Rescue (Anthony)  
NMDog  
Santa Fe Animal Shelter  
Sierra County Animal Rescue Society (Friends of T or C Shelter)  
Street Cat Hub (Albuquerque)

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**About Animal Humane New Mexico**

Animal Humane is New Mexico's leading private nonprofit animal welfare organization. Animal Humane cares for and rehomes over 4,000 homeless pets from across the state each year and provides many resources for pets and pet owners in New Mexico. Learn more at [AnimalHumaneNM.org](http://AnimalHumaneNM.org).

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