

# PRESS RELEASE



## CONTACT INFORMATION:

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## FOR IMMEDIATE RELEASE

**Paws United Charity Launches their "Every Rescue has a Deadline" Campaign, With the Endorsement of Seven Hong Kong Celebrity Supporters**



HONG KONG – (May 2020) - Paws United Charity is excited to announce the launch of their first ad campaign to raise awareness for rescue animals, reminding everyone that all of these animals have deadlines that we are fighting for every day. In reality, not every animal is fortunate enough to be rescued, adopted, fostered, or medically treated in time.

The campaign is endorsed by an exciting cast list of animal-loving celebrities, which includes Jerry Lamb, Elena Kwong, Chrissie Chau, Shiga Lin, Joyce Cheng, Alfred Hui and Michael Wong. They have joined together to support the charity's call-to-action of rescuing and adopting animals in need. The campaign photos feature the celebrities with 14 selected rescued animals of different breeds and ages.

Sponsor partners include Natural Balance Pet food, Hot Tails Salon and Hunter branded accessories for the animals. Photography by Tim ORourke at Studio 94.

The duration of the campaign is throughout the month of June, 2020. The posters can be found in MTR stations across Hong Kong and online on social media platforms.

Images: [https://drive.google.com/open?id=1-Rv-WgTpiohSbH1flAPZb\\_sgPYLjnk8x](https://drive.google.com/open?id=1-Rv-WgTpiohSbH1flAPZb_sgPYLjnk8x)

### About Paws United Charity

**Paws United Charity (PUC)** is a non-profit, all-volunteer animal rescue organization established and registered in Hong Kong.

We are a group of animal-loving volunteers who are passionate about dog and cat rescue, and have worked together across various rescue projects in Hong Kong. After many years of hard work and dedication, we finally have a 'home' to call our own.

Our core mission is to continue to improve the lives of animals in our community by promoting responsible pet ownership, humane treatment of animals and choosing adoption instead of purchase.

Paws United Charity recently launched of its Cat Adoption Centre in February 2020, the establishment is the charity's first adoption centre focusing on re-homing cats of all ages. The adoption centre is located at the animal-friendly mall 'the pulse' in Repulse Bay (Shop 210, 28 Beach Road, Repulse Bay, Hong Kong) and open daily from 10am-7pm.

To support our cause, follow us on Facebook ([www.facebook.com/pawsunitedcharity](http://www.facebook.com/pawsunitedcharity)) and Instagram ([@puc.hk](https://www.instagram.com/puc.hk))

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