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## FOR IMMEDIATE RELEASE

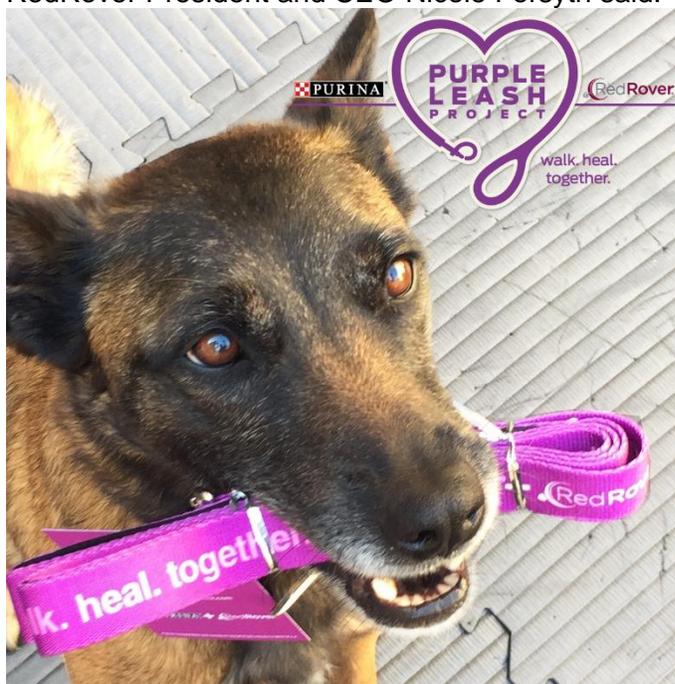
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## RedRover Takes the Lead for Domestic Violence Awareness Month

**Sacramento, CA** (September 26, 2019) – Did you know that domestic violence survivors often stay in abusive homes for fear of the abuse their pet may suffer if they leave? And did you know that even if they do leave, only 10 percent of domestic violence shelters in the U.S. accept pets? October is Domestic Violence Awareness Month, and RedRover is working to break down the barriers to safety by raising awareness about the issue and providing grants that enable survivors to escape abuse with their pets.

Through its domestic violence assistance work, RedRover has provided safe haven for thousands of animals. Since helping its first survivor of domestic violence with a RedRover Relief Safe Escape grant in 2007, RedRover has awarded 767 grants to help 1,350 people with 30,232 nights of boarding for their pets. Since 2012, RedRover has given 100 Safe Housing grants to domestic violence shelters in 37 states, totaling more than \$850,000.

“Domestic Violence Awareness Month is an opportunity to let survivors know that there are resources available to keep them safe and together with their pet, and RedRover can help.” RedRover President and CEO Nicole Forsyth said.



Earlier this year, RedRover joined forces with Purina to launch the [Purple Leash Project](#), an extension of RedRover’s Safe Housing program. These grants allow shelters to build on-site

housing for pets.

During the month of October, RedRover + Purina's Purple Leash Project are holding a "Take the Lead" social media challenge to help raise awareness about the need for more pet-friendly domestic violence shelters. Participants will post pictures with their pets wearing either a limited-edition Purple Leash Project leash or cat collar and share why they are taking the lead on this issue.

RedRover and Purina will continue to work towards the goal of having at least one pet-friendly domestic violence shelter in each state. Currently, Hawaii, Mississippi, New Hampshire, Rhode Island and West Virginia shelters have NO pet-friendly domestic violence shelters. We strongly encourage the shelters in these states to apply for Safe Housing grants and Purple Leash Projects grants. Deadlines to apply for the grants are May 15 and October 15 each year. To learn more, visit: <https://redrover.org/SafeHousing>.

### **About RedRover**

Since 1987, RedRover has focused on bringing animals out of crisis and strengthening the human-animal bond through emergency sheltering, disaster relief services, financial assistance and education. For the fourth consecutive year, RedRover has earned a 4-star rating from Charity Navigator, America's largest independent charity evaluator. To learn how RedRover is creating a more compassionate world, visit [RedRover.org](https://RedRover.org).