

## \$1 Million Up for Grabs in Shelter Makeover Contest

**Website competition aims to raise awareness for needy cats and dogs.**

Posted: Oct. 29, 2008, 3 a.m. EDT

Animal shelters across America are getting another shot at winning a \$1 million prize with the second annual Shelter Makeover Contest, launched by Zootoo.com, a social networking website for pet owners.

The contest gives animal shelters the chance to raise awareness about cats and dogs in need, as well as to increase adoptions, according to the company. Participating shelters earn points when their supporters register on the site and share photos, stories and advice about pets.

The shelter with the most public votes on the website wins the grand prize. The contest ends May 1, 2009. Nineteen runners-up will share awards totaling \$195,000.

More than 1,000 animal shelters took part in the first contest, which was won by Stray Rescue of St. Louis. That makeover is in the works.

Richard Thompson, Zootoo.com founder, said every shelter that participated in the first contest was a winner as demonstrated by an increase in donations by 21 percent and adoptions by 30 percent, "all because of the attention they got from the contest. It's exactly what we hoped would happen – bringing shelters and communities together."