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Midcoast Humane Can Earn Up to \$25K from the Petco Foundation with Your Votes

Heartwarming Story Submitted by a Local Adopter Leads to Nationwide Opportunity for Animal Shelter

Brunswick, Maine (December 9, 2020) – A heartwarming personal story detailing how a beloved rescue dog changed a family’s life was selected as one of 50 national winners this year by the [Petco Foundation](#) in its annual [Holiday Wishes campaign](#). As a direct result of that story, written by adopter Paetra Estes-Jordan, Midcoast Humane has an opportunity to earn up to \$25,000, but they need the community’s support to cast the winning number of votes. From now through Dec. 16, noon CST, anyone can vote for Midcoast Humane’s winning Holiday Wishes story in the People’s Choice competition at petcofoundation.org/vote.

“We are very thankful and grateful for our inspiring adopter Paetra, her son Cooper, their incredible dog Lucy, as well as the extremely supportive team at Petco, and our local Petco store in Topsham managed by Michael Carrington. By simply receiving the winning number of votes, we can receive a bolus of lifesaving funding for the homeless and neglected animals in our care” said Mary P. Sundeen, President, Midcoast Humane. Ms. Sundeen continued, “One of the surest takeaways from this challenging year is the utter affirmation that pets change lives for the better – no matter what is going on in the world around us. To continue our legacy of care and happy endings, I encourage everyone across the 40 municipalities that we serve to vote for Midcoast Humane on the Petco website.”

Petco Holiday Wishes Campaign Specifics

Top 5 People’s Choice vote recipients will receive:

- One (1) First Place: \$25,000
- Two (2) Second Place Winners: \$10,000 each
- Two (2) Third Place Winners: \$5,000 each

The deadline to vote is December 16, 2020, noon CST. Winners will be announced late December. To view all 50 finalist stories and vote for a favorite, visit petcofoundation.org/vote.

Finalist Story Background:

Paetra Estes-Jordan’s heartwarming story about her adopted dog, Lucy, was selected by the Petco Foundation as one of 50 national Holiday Wishes winners, from over 7,000 submissions, to help Midcoast Humane earn lifesaving funds. Paetra adopted Lucy from Midcoast Humane as a companion animal to her son, Cooper, an animal enthusiast with a diagnosis of high functioning autism. Since adopting Lucy, Cooper’s coping skills and emotional regulation have improved, and he has found unconditional love in his constant companion. As Paetra states, “Lucy’s loving impact has been nothing short of remarkable.”

Since 2013, more than 20,000 adopters from across the country have shared how their pets have changed their lives to help make more than \$5.8 million in Holiday Wishes come true for animal welfare organizations that make these adoption matches possible. For more information about the Petco Foundation Holiday Wishes campaign, visit petcofoundation.org/holidaywishes and join the conversation on social media using **#HolidayWishes**.

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About Midcoast Humane

Brunswick Animal Shelter was founded in 1950 by a group of Brunswick citizens concerned with the welfare of the area's stray animals. The modest accommodation was operated and maintained by volunteers in an old barn not far from where the shelter currently stands at 30 Range Road. In 1965, the Brunswick Animal Shelter was dissolved and replaced by the *Brunswick Area Humane Society* which was incorporated as a non-profit. Known for decades as Coastal Humane Society, the nonprofit took over operations for Lincoln County Animal Shelter in Edgecomb, Maine in July 2015, and officially merged operations with that shelter in October 2018. The two organizations were rebranded as Midcoast Humane which now serves 40 municipalities in the state. In October 2013, Midcoast Humane purchased a 24,000 square foot building at 5 Industrial Parkway in Brunswick and will perform renovations to unveil a brand new animal shelter in Q4 2021.

To see dogs, cats, puppies and kittens (and the occasional bunny, bird or guinea pig) available for adoption, please visit www.midcoasthumane.org or call 207-449-1366. Midcoast Humane – ***We're on the Move!***

About the Petco Foundation

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$290 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. We also partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 6.5 million pets find their new loving families, and we're just getting started. Visit petcofoundation.org to learn more about how you can get involved.