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FOR IMMEDIATE RELEASE

March 31, 2018

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Announcing The Posh Fund at the Animal Welfare Society of Kennebunk

Kennebunkport, Maine – Properly Posh Pets™ is pleased to announce the creation of **The Posh Fund** for pets in need of medical care. The Posh Fund was set up by the Animal Welfare Society (AWS) of West Kennebunk, Maine, on February 14th with a generous donation from Properly Posh Pets™ in memory of Posh Rogers, a lovable Westie who co-founded the company with Susan Rogers in 2016.

All contributions to The Posh Fund will be used for medical care for pets through the Community Veterinary Clinic at AWS. The AWS Community Veterinary Clinic was established in January 2018 as a full-service, state-of-the-art facility providing care to shelter pets and reduced cost veterinary care to income-qualified pet owners in the Southern Maine area. It is the first of its kind in the state of Maine. The goal of the Clinic is to keep pets in loving homes, safe from surrender or euthanasia, due to treatable medical concerns and without concern for the size of the owner's bank account.

Posh was diagnosed with cancer in the summer of 2017, and his family was fortunate to be able to provide the best medical care available to maintain a good quality of life for him. Sadly, he lost his brave battle with cancer in the fall of 2017 shortly after celebrating his 12th birthday and becoming a full-time Maine resident after several years of magical visits to Kennebunkport. His feline sister, Lexy, also battled cancer, but with good medical care, she was able to enjoy many months of love and fun with her family after her diagnosis. The support of The Posh Fund will hopefully help many beloved family pets and shelter pets receive necessary medical care.

All contributions to The Posh Fund are fully tax-deductible and can be mailed to the Animal Welfare Society at PO Box 43, West Kennebunk, ME 04094, made online at www.animalwelfaresociety.org or by phone at (207) 985-3244, ext. 123. If you would like your donations to go to The Posh Fund, please indicate that the special purpose of your donation is to support The Posh Fund.