

**FOR IMMEDIATE RELEASE 3/10/2018**

## **DEMI'S ANIMAL RESCUE IS COMPETING IN THE 2018 BRACKETS FOR GOOD TOURNAMENT**

Small, local animal rescue looking to make a comeback in Brackets for Good 2018- March Madness and non-profits combined

Denver, CO (Mar. 10, 2018) — Demi's Animal Rescue has been selected from over 2128 nonprofit organizations from across the country who registered to compete in Brackets For Good 2018. Starting March 16th, Demi's Animal Rescue will rally our supporters to help us advance in an online single-elimination March Madness bracket-style fundraising tournament with a grand prize of \$10,000. After being knocked out of the competition in the semi-finals in 2017, Demi's Animal Rescue is ready for a big comeback!

Demi's Animal Rescue is a small, foster based no-kill rescue based out of Denver. While Colorado animal adoptions are the main focus of the rescue, Demi's Animal Rescue believes in helping the community, as well as any animal that might be in need, regardless of location. For the last 3 years, Demi's Animal Rescue has hosted a free spay and neuter/vaccination/food pantry clinic in conjunction with Colorado Coalition for the Homeless to provide services to the homeless community. They have also recently assisted with the vetting of extreme cases of 4 cats and dog in Thailand- where Demi recently spent several months serving the animal community there. Demi's Animal Rescue is excited to announce that these animals will be flying to Colorado shortly for adoption!

By participating in Brackets for Good, Demi's Animal Rescue helps to raise funds for the vet costs of the animals that come into their care. Last year 85 animals passed through their rescue and over \$17,000 in vet expenses were incurred. Every animal that comes through the rescue is spayed/neutered, microchipped, vaccinated and tested (heartworm test for dogs, FIV/FelV test for cats). Every animal also receives any additional vetting or surgery they may need to get them healthy and adoptable, regardless of cost.

Indianapolis-based Brackets For Good pairs with corporate and nonprofit sponsors to host online bracket-style fundraising tournaments in philanthropic communities around the United States. Brackets for Good has raised more than \$6.4 million for charitable nonprofits since its 2012 kick-off contest in Indianapolis.

Participating nonprofits rally enthusiastic donors to out-fundraise their opponents in order to advance. Through the excitement, localized marketing and corporate involvement, nonprofits earn increased exposure, gain access to free fundraising tools, and are introduced to new donors. Dollars from donors translate to points, giving participants the opportunity to advance in each markets' bracket. Competing nonprofits keep donations received during tournament play, no matter how many rounds they advance. The winning organization in each tournament receives an additional championship grant.

To get in the game and help Demi's Animal Rescue win Brackets For Good Denver 2018, visit [Denver.BFG.org](http://Denver.BFG.org) and score points by making donations!

### **About DEMI'S ANIMAL RESCUE**

Demi Merritt founded the small, foster based rescue when she was 14-years-old. Seven years later, it has grown into an organization of 5 volunteer board members. Demi's Animal Rescue is a no kill animal rescue that focuses on solving pet homelessness through adoption, spay/neuter and pet retention. We do not discriminate against any animal that is in need and open our door to all regardless of their breed, age or special care required. We strive to see the day that pet homelessness is eliminated worldwide. Once

an animal reaches Demi's Animal Rescue... It Only Gets Better From Here.

**About BRACKETS FOR GOOD**

Brackets For Good uses the power of sport, innovative technology, and online fundraising tournaments to inspire people to learn about and rally behind charitable nonprofits that make our world a better place. Brackets For Good is a program of 501(c)3 charitable organization, Joined For Good. Since the inaugural tournament in 2012, new awareness, an average of over 30% first-time donors, and over \$6.4 Million dollars has been generated for hundreds of charitable organizations across the country. It's Competitive Giving. Everybody Wins. For more information, visit [BFG.org](http://BFG.org).

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