

For Immediate Release

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Woods Humane Society Celebrates Actress and Animal Advocate Betty White with Donation Challenge, \$100-Off Adoption Special on Her 100th Birthday, January 17, 2022

Shelter's Secure Donation Page Allows Locals to Participate in Viral 'Betty White Challenge'

San Luis Obispo, CA (January 12, 2022) — [Woods Humane Society](https://www.woodshumane.org) honors the legacy of Betty White with a one-day donation challenge and a \$100-off adoption promotion on what would have been her 100th birthday, January 17, 2022.

The iconic actress, comedian, and animal advocate passed away on December 31, 2021, at the age of 99, sparking the viral "[Betty White Challenge](#)." The nationwide movement calls fans to donate \$5 to an animal rescue or shelter in her name. Woods



*"I think maybe I learned it from my animal friends, kindness and consideration of somebody besides yourself. I think that keeps you feeling young. I really do."
- Betty White*

has created a secure online [donation page dedicated to the challenge](#), and will cover up to \$100 on all adult animal adoption fees on January 17 to commemorate her long life of service to animals.

Regular adoption fees for adult dogs and cats at Woods range from \$65 to \$150. On Betty White's birthday, fees for senior dogs and both senior and adult cats will be waived entirely, and fees for adult dogs will be just \$50.

"The viral Betty White Challenge is such a perfect way to honor a woman who dedicated her life to animals," says Woods Humane Society CEO Neil Trent. "Woods is proud to join in memorializing her by participating in the challenge and by passing the support on to help dogs and cats find a home on her birthday."

Fans who wish to donate to the cause can do so electronically at www.WoodsHumane.org/Betty. Donations can also be made by cash or check, in person or by mail. For those inspired by White's example, Woods Humane Society also offers information about how to make a planned gift to ensure a brighter future for homeless dogs and cats on the Central Coast through its [Legacy Circle](#).

For more event information, visit www.WoodsHumane.org or call (805) 543-9316. Woods Humane Society is located at 875 Oklahoma Ave., San Luis Obispo, CA 93405 and at 2300 Ramona Rd., Atascadero, CA 93422.

For media inquiries or high-resolution images, please contact Media@woodshumane.org.

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About Woods Humane Society

Founded in 1955, Woods Humane Society is a privately funded, non-profit, animal sheltering and welfare organization that annually places more than 3,000 dogs and cats into loving homes. All animals are spayed/neutered, vaccinated and microchipped prior to being placed for adoption. Visit www.woodshumane.org to view available animals, donate or learn more. To make an adoption appointment, call Woods Humane Society SLO, located at 875 Oklahoma Avenue in San Luis Obispo, at (805) 543-9316, or Woods Humane Society North County, located at 2300 Ramona Road in Atascadero, at (805) 466-5403.