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*Registered Charity #131167629RR0001*

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## PRESS RELEASE

### BRING POOCHES AND PLEDGES!

**Etobicoke Humane Society Readies for  
*17th Annual Merle Blain / Bruce Harvey Memorial Dog Walk-A-Thon*  
*June 14, 2008***

(Etobicoke) (March 20, 2008) - Volunteers of the Etobicoke Humane Society - an all-volunteer registered charity - are gearing up for this **June 14, 2008** memorial fund-raising event, now in its 17th year, taking place at Etobicoke's West Deane Park. **Registration starts** at 10 a.m. **Walk Starts** at 11 a.m.

And behind the entertainment, food and family fun is a dramatic and touching story of continuing unselfish action and devotion to animal welfare.

The Etobicoke Humane Society's Dog Walk-A-Thon was originally named after that Bruce Harvey. Harvey died over 17 years ago when, at the young age of 49, he jumped into the Humber River to save his girlfriend's dog, which had fallen into the river. Bruce Harvey was obviously a very caring and compassionate person, whose first thought was not of himself, but of an animal in need.

Last April, Merle Blain - the former President of the Etobicoke Humane Society - passed away after many years of faithful volunteer service to the Society. In addition to her devotion to animal welfare, Mrs. Blain had been a fervent promoter of this event, working tirelessly each year to help make it a success.

This year, the Etobicoke Humane Society's presidential torch has been passed to Merle Blain's son, William Blain, and its Board of Directors has renamed the Walk to honour both Merle Blain and Bruce Harvey.....two individuals who cared deeply about the welfare of animals and gave unselfishly of themselves to protect them.

And the Etobicoke Humane Society continues its mission of caring for and protecting animals through the tireless efforts of its volunteers.

**JOIN IN!!** Anyone can participate. Individual walkers can collect pledges and compete for prizes. In addition, businesses, corporations, school groups, community groups, Scouts, Guides, church groups, etc. - are encouraged to organize teams of Walkers to collect pledges and join in the fun.

**To watch for ongoing updates and details**, stay tuned to [www.etobicoekhumanesociety.com](http://www.etobicoekhumanesociety.com). Or call 416-249-6100.

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