



MEDIA RELEASE

Date: November 1, 2010

FOR IMMEDIATE RELEASE

WRA in the race for \$100K

The Wildlife Rescue Association of BC (WRA) is in the running to win \$100,000 to build a new digital radiology suite for injured wildlife.

The charity based at Burnaby Lake has been chosen as one of the organizations bidding for cash in the latest Pepsi Refresh Campaign which funds community projects across Canada.

“This would be groundbreaking for us,” says Lani Sheldon, Team Leader of Wildlife Rehabilitation at the WRA. “A digital radiology suite would enable us to make instantaneous diagnosis and treat animals right away. Faster treatment times would give injured wildlife an even better chance of returning to the wild.”

“At the moment, animals that require X-rays have to be booked in for an appointment with our consulting veterinarian in Port Moody. Having this facility on site would reduce wait times and prevent the extra stress of travel.”

The WRA is one of several organizations competing in the \$100,000 category of the campaign. The organization that garners the most online votes will receive a cheque from Pepsi to fund their project.

People who would like to support the “Wildlife Rescue” project can log onto the Pepsi Refresh website at www.refresheverything.ca. The WRA is listed in the \$100,000 category and supporters simply set up an account to vote. Each person can vote once a day, every day until December 31.

“If we won, it would be a real boost for local wildlife,” says Lani Sheldon. “A new digital X-ray facility would help us to diagnose and treat many hundreds of wild animals with traumas from all over the Lower Mainland. But because we also treat animals from across BC and beyond, it would have regional benefits as the only facility of its kind for wildlife in Western Canada.”

For more details on this story contact:

**Yolanda Brooks, Communications Coordinator or
Lani Sheldon, Team Leader of Wildlife Rehabilitation**

Tel: 604.526.2747 yolanda@wildliferescue.ca lani@wildliferescue.ca

END -

WRA Wildlife Rescue Association of BC is a charitable society that has been providing leadership in wildlife rehabilitation and promoting the welfare of wild animals in the urban environment since 1979. Each year, WRA cares for around 3,000 injured, orphaned, and pollution-damaged wild animals, and WRA provides public education and outreach through its wildlife hotline, website, Earth Fest community festival, summer day camps, and over 100 presentations and displays throughout the Lower Mainland.