

## **FOR IMMEDIATE RELEASE**

### **Frida's Foundation Merges with Furkids Animal Rescue & Shelters to Expand Life-Saving Efforts and Aid for Community Cats**

**ATLANTA, GA – September 9** – Furkids Animal Rescue & Shelters, the largest cage-free, no-kill shelter in the Southeast for rescued cats, is excited to announce that Frida's Foundation, a volunteer-based nonprofit organization whose mission is to aid community cats and educate the public, will be merging with Furkids.

Furkids will absorb Frida's Foundation, combining the organization's resources and expertise to enhance their shared mission of saving animal lives and supporting communities in need.

Frida's Foundation, founded in 2019, has made a great impact for people and animals through high-volume spay/neuter programs, community outreach, collaboration, and advocacy. Since its inception, Frida's Foundation has:

- Spayed/neutered over 3,500 cats
- Sent more than 2,500 cats to rescue
- Provided food assistance to over 4,500 cats

These achievements have been driven by Frida's Foundation founder, Diviya Roney. Their hard work was always driven by a commitment to lifting people out of despair and giving hope to the hopeless, a mission that aligns perfectly with the core values of Furkids Animal Rescue & Shelters.

Samantha Shelton, Furkids Animal Rescue's founder and CEO stated, "It is very exciting for Furkids to acquire such a professional, well-run community cat organization. Philosophically, our two organizations are well-matched. We are looking forward to having Diviya continue the work of Frida's Foundation at Furkids, and we welcome its dedicated volunteers and supporters to Furkids as we all work together to provide support for community cats and their caregivers in all Georgia counties."



*Samantha Shelton, Furkids Founder and CEO, looking over community cats at Furkids HQ*

Furkids, headquartered in Atlanta, GA, is a 501c3 nonprofit charitable organization that operates the largest cage-free, no-kill shelter in the Southeast for rescued cats and Sadie's Place, a no-kill shelter for rescued dogs.

Diviya Roney joined Furkids in June 2022 to help launch a Community Cat Program for Furkids and is now the organization's Director of Cat Programs. Since its launch in July 2022, the Furkids Community Cat Program has provided spay/neuter services for over 2,918 cats in 27 counties. Diviya stated, "This merger allows us to be able to help more community cats and their caretakers, no matter the county".



*Diviya Roney, Founder of Frida's Foundation, now Director of Cat Programs at Furkids Rescue & Shelters*

Frida Foundation's move to merge with Furkids is a significant step forward in their collective mission to create a world where every pet has a loving home and every community has the resources needed to care for their animals.

For more information about Furkids Animal Rescue and the "Community Cat Program", please visit <https://furkids.org/community-cats/>.



*Cats that were assisted through the Furkids Community Cat Program*

**About Furkids Animal Rescue:**

Each year, Furkids rescues more than 5,000 homeless and abandoned animals providing them with the best medical care and nurturing environment while working to find them a forever home. More than 1,000 animals are in the Furkids program today, in the Furkids shelters, 8 PetSmart and Petco adoption centers, and over 600 foster homes in the Atlanta area. Furkids also operates five thrift stores, which fund approximately 35% of their lifesaving work.

**About Frida's Foundation:**

Founded in 2019, Frida's Foundation aims to eliminate the euthanasia of healthy owned pets and community cats through high-volume spay/neuter, community outreach, collaboration, and advocacy. The Foundation honors the legacy of Ms. Katie Bell and her beloved cats, Max and Frida.