

**FOR IMMEDIATE RELEASE**

**SPCA WILDLIFE CARE CENTER PRESENTS ITS 7<sup>TH</sup> ANNUAL WALK FOR WILDLIFE WITH JEFF CORWIN**

**FORT LAUDERDALE, FL**—Small steps can lead to great achievements. On April 19, 2008, the SPCA Wildlife Care Center (WCC) will host its 7<sup>th</sup> Annual Walk for Wildlife with Animal Planet's Jeff Corwin, hosted by Broward County Parks & Recreation Division at Quiet Waters Park (401 S. Powerline Road in Deerfield Beach). All proceeds from the event will go toward the rescue, rehabilitation and release of South Florida's native wildlife, and will find homes for abused and misplaced farm and exotic animals.

Both two and four legged species are welcome to lace up their sneakers to participate in the 1.25 mile walk. Registration will begin at 9:30 a.m. for the 11 a.m. Walk. Breakfast for walkers and flocks will be courtesy of Whole Foods Market. Participants will be entertained by "Hot Brass Monkey," South Florida's hottest band, which performed in Oliver Stone's production "Any Given Sunday." Have some fun after the Walk with activities from Wannado City, bounce houses, refreshments and workshops.

This is Corwin's third year kicking off the Walk for Wildlife. He has won an Emmy Award for his show "The Jeff Corwin Experience." The series reaches over 13 million viewers in the U.S. and is viewed in more than 70 countries worldwide. When not in the field, Corwin lectures on wildlife, ecology and conservation to audiences across the United States. He also established an interactive museum and environmental education center called the EcoZone, based in his hometown of Norwell, MA.

"We are thrilled to welcome back Jeff Corwin to kick off our Walk for Wildlife," said Board President Jeffrey Arciniaco. "Thank you to staff, volunteers and sponsors, without you this event would not have grown to the all day, fun-filled family extravaganza it has become."

More than 3,000 people with and without their pets are expected to attend. A \$10 minimum donation is suggested for walkers without sponsors. Prizes will be awarded to walk participants who raise more than \$75 from sponsors. The top fundraising walkers (child, adult and flock) will be photographed with Corwin as well as receive exciting prizes. Walk participants can also create their own Web page at [www.firstgiving.com/wildlifecarecenter](http://www.firstgiving.com/wildlifecarecenter).

On April 18, the WCC will host a VIP dinner and cocktail in honor of Jeff Corwin, where he will make a 45-minute presentation. The party will take place at the Northern Trust Rooftop Garden (1100 E. Las Olas Blvd.) in Fort Lauderdale from 7 p.m. to 9 p.m. Tickets is cost \$100 per person. By invitation, call for reservations.

Sponsors for the 7<sup>th</sup> Annual Walk for Wildlife include: Miami Herald, Comcast, Clear Channel, Walmart, Gunster Yoakley, Whole Foods Market, LXR, Northern Trust,

Transcontinental Warranty, Inc., Gold Coast Magazine, Hollywood Beach Limousine, Go Riverwalk Magazine, Valpak and The Flyer.

The honorary committee for this year's Walk is: Ardath Rosengarden; Gigi Garcia, Allied Richard Bertram Marine Group; Frank Brogan, President of Florida Atlantic University; Robert Judd, Shareholder of Gunster Yoakley and Keith Seago, BNY Mellon Wealth Management.

For more information about sponsorships or to register for the 7<sup>th</sup> Annual Walk For Wildlife, please call 954-524-7154 or visit [www.wildlifecarecenter.org](http://www.wildlifecarecenter.org).

###

**About the SPCA Wildlife Care Center**

Serving the South Florida Tri-County Region, the mission of **the SPCA Wildlife Care Center** (WCC) is to rescue, rehabilitate and release native wildlife that have been harmed or displaced; to treat and place certain domestic, exotic and farm animals; and to educate the public toward co-existence with all animals. With 4.5 acres of property, three ambulances, 70 employees and 600 volunteers, the WCC is home to approximately 900 injured, harmed or orphaned wildlife at any given time. Last year alone nearly 14,000 sick, injured and orphaned animals were admitted to the Center.

Over the past 39 years, the **SPCA Wildlife Care Center** has grown to be the largest facility of its kind in the country. Located at 3200 SW 4<sup>th</sup> Avenue in Fort Lauderdale, the WCC recently announced its first multi-million dollar capital campaign to fund a new, state-of-the-art wildlife hospital and education center to serve South Florida. For more information visit [www.WildlifeCareCenter.org](http://www.WildlifeCareCenter.org).

**Media Contact: Beth Cohen of Boardroom Communications at 954-370-8999 or email [bcohen@boardroompr.com](mailto:bcohen@boardroompr.com).**