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**BUILDPROOF PARTNERS WITH LOCAL ANIMAL SHELTERS TO  
SECURE HOMES FOR VALLEY PETS**

*Company launches e-mail campaign empowering individuals to adopt*

(SCOTTSDALE, ARIZ. — June 17, 2008) --- [Buildproof](http://www.buildproof.com), a secure payment system for the construction and remodeling industry, today announced it has launched a program to assist the [Maricopa County Animal Care and Control](#) (MCACC) with adoption efforts. The program, [Buildproof Buddies](#), is an e-mail campaign that partners an adoptable animal, or Buildproof Buddy, with one volunteer that champions for its adoption.

Unlike awareness campaigns, Buildproof Buddies empowers volunteers to take an active approach in helping the thousands of pets that enter the shelters each year find loving homes. Here is how the program works:

- Each week a volunteer is assigned one adoptable pet housed at the MCACC and assists with the pet's adoption.
- The volunteer receives an e-mail template with a photo of their Buildproof Buddy that they forward to friends, family and coworkers.
- Those e-mail recipients are then encouraged to forward the e-mail to other potential adoptees, creating an e-mail train.
- The program is designed to be simple and effective since the possibility of finding a home for the animal is magnified with each successive forward.

The Buildproof Buddies program launched its first adoption e-mail campaign on May 28. Within one week, the first Buddy had been adopted into a loving home. Buildproof Buddies hopes to build on this success in the coming months.

"Buildproof is making a difference in the community by finding homes for these animals. We bring security and safety to the home remodeling industry and want to bring that same safety and security to the pets currently in shelters," said Alan Farber, chief executive officer and founder of Buildproof. "We're hoping no 'Buildproof Buddy' will ever have to spend more than one week in a shelter before finding the home it deserves."

Between six and eight million pets enter shelters each year and only three to four million are adopted to loving homes, according to [The Humane Society of the United States](#). In Arizona alone, more than 55,000 animals enter the [MCACC](#) shelters each year.

"We are very excited about the Buildproof Buddies program because without the support of the local business community and volunteers, many of the animals in our shelters would never be

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adopted,” said Aprille Hollis, public information officer for MCACC. “It is truly rewarding when a business steps up to the plate, gets involved and makes a difference.”

Those interested in joining Buildproof’s campaign and volunteering for the Buildproof Buddies program should log onto the Web site at [www.BuildproofBuddies.com](http://www.BuildproofBuddies.com)

**About Buildproof**

Buildproof’s an online payment and project management system for homeowners and contractors that removes the unnecessary financial risk and anxiety from home renovation. Its mission is to bring safety, simplicity and stability to the construction and remodeling industry. It’s Buildproof’ provides a protected environment for both contractors and homeowners, to facilitate timely and proper payment, improve communication, and clear milestone and deadline management. For additional information, please visit [www.buildproof.com](http://www.buildproof.com), e-mail [info@buildproof.com](mailto:info@buildproof.com) or call 480-751-1012.

**About MCACC**

Maricopa County Animal Care & Control is a full service animal welfare agency with shelter, adoptions, field services, licensing and education programs. Their mission is to promote and protect the health, safety, and welfare of people and pets in Maricopa County. For additional information, please visit [www.maricopa.gov/Pets/](http://www.maricopa.gov/Pets/) or call (602) 506-PETS.