



**FOR IMMEDIATE RELEASE
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Soldier's Best Friend Proud to Participate in Arizona Gives Day on April 6, 2021

Soldier's Best Friend is one of the more than 1,000 nonprofit organizations expected to participate in [Arizona Gives Day](#), an online fundraising initiative on Tuesday, April 6, 2021. Presented by [FirstBank](#), the ninth annual Arizona Gives Day will bring together Arizonans from across the state to raise awareness and financial support for nonprofit organizations statewide. Arizonans are encouraged to help make a difference by investing in the nonprofit(s) of their choice. This is especially important given a recent poll showing more than \$91 million in lost revenue by Arizona nonprofits this past year due to the COVID-19 pandemic.

"We have experienced significant losses in critical funding due to the cancellation of fundraising events and decreased staff/volunteer capacity amidst COVID-19 concerns. Participation in Arizona Gives Day is critical in allowing us to continue providing services to our veteran/dog teams that would not otherwise be possible. We are proud to participate in this statewide campaign to raise awareness and support for the veterans we serve and their canine training partners." said Katie Ares, Interim Executive Director.

"Since the inaugural event in 2013, Arizona Gives Day has raised more than \$23 million for Arizona nonprofits," said Jennifer Purcell, Senior Vice President & Director of Development at the Alliance of Arizona Nonprofits. "Nonprofits have experienced an increase in demand for services and a decrease in donations. We need Arizonans to continue showing their commitment and support to nonprofits through their giving so they can maintain critical community services."

Early giving begins March 16 and continues through Arizona Gives Day, April 6.

To support Soldier's Best Friend, go to www.AZGives.org/soldiersbestfriend and donate or create your own personal fundraiser page to help us reach our fundraising goal of \$10,000 for our 10th Anniversary year. All Arizona Gives Day donations will go directly to support/help our mission.

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About Soldier's Best Friend: Soldier's Best Friend provides U.S. military veterans living with combat-related Post Traumatic Stress (PTSD) or Traumatic Brain Injury (TBI) with Service or Therapeutic Companion Dogs, most of which are rescued from local shelters. The veteran and dog train together to build a trusting relationship that saves two lives at once and inspires countless others. For more information about our organization, visit www.soldiersbestfriend.org or contact our office by phone at 623-218-6486 or email contact@soldiersbestfriend.org

About Arizona Gives Day: Arizona Gives Day is a 24-hour online fundraiser aimed at bringing together communities across the state, to raise awareness and financial support for more than a thousand nonprofit organizations doing work throughout Arizona. Arizona Gives Day is hosted by the [Alliance of Arizona Nonprofits](#) and [Arizona Grantmakers Forum](#) and presented by [FirstBank](#). Arizona Gives Day is on April 6, 2021. For more information, visit www.azgives.org/media.