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For Immediate Release

September 17, 2018

Re: Executive Director Selected for Life Saving Master Class

Contact: Jennifer Bitner, Executive Director – 850 466-3945

Jennifer Bitner, Executive Director of Pensacola Humane Society, has been selected for an apprenticeship in Maddie's® Lifesaving Leadership Master Class at Austin Pets Alive!

Students who attend the Maddie's® No Kill Leadership Master Class will spend three days with leaders from both Austin organizations and will learn how to transform their own communities to become No Kill. Students will:

- Understand the role of the government in animal sheltering, and how to engage with local government to align values towards lifesaving and community health.
- Learn how municipalities and non-profits can work together to create change, identify assets and gaps in their communities and develop an action plan to leverage their assets to address the gaps.
- Learn how to leverage community members to become volunteers, fosters, and advocates.
- Learn how to manage resources and leverage community support for in-kind and capital donations.
- Understand the importance of creating an identity for their organization within their community and how to develop and grow an identity for their organization.

Maddie's® Lifesaving Academy offers a number of learning opportunities for animal welfare professionals and volunteers in collaboration with Maddie's Fund®.

The Pensacola Humane Society has been a leader in the no-kill movement and works in cooperation with other rescues toward achieving a no-kill community. The workshop will take place October 15 -17 in Austin, TX.
