

PRESS RELEASE - FOR IMMEDIATE RELEASE- September 28, 2020

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KSR Pet Care launches pet photo campaign to donate COVID-19 emergency assistance funds to McLean Share.

KSR Pet Care LLC is launching a one-of-a-kind photo campaign called the KSR Pet Train to raise COVID-19 emergency funds in support of Fairfax county citizens in desperate need of financial help. You can help the campaign not by donating money, but photos. It is the company who will match each approved portrait with \$1.00.

“COVID-19 has had a deep impact on many people's income and health. As a small business operating in Fairfax county we want to contribute to our community by giving back,” says Karen Rosenberg, KSR Pet Care's Owner. *“To that end, we set up the **KSR Pet Train program** to donate COVID-19 emergency assistance funds to McLean Share. This year McLean Share is helping the local authorities with emergency COVID-19 assistance. While Fairfax County social workers continue to work up every case where a request exceeds a nominal amount, McLean Share has been a direct resource in making financial contributions. It's a great cause!”*

How can you participate in the Pet Train? *“It's easy and you do not need to be a client of our business,”* says General Manager Christy Kline of KSR Pet Care. *“If you live in Virginia, you can **email or upload** up to 3 pet portraits of a cat/dog in your household. The deadline is November 23, so we can deliver our donation just in time for Thanksgiving. You can send in one pet per portrait and each portrait shows a different pet. One approved portrait equals \$1.00.”*

Not only will this program create togetherness through participation in a common, local cause but it will help citizens who are in financial need, without a job or ill due to COVID-19 in the best possible way. If you decide to **Hop on the KSR Pet Train** it means you are donating up to 3 photos with portraits of your pets (cat or dog). Participants need to live in Virginia, share a portrait of a dog or cat which is/was alive in 2020, share the name of their pet along with a photo (.jpg or .png) that clearly shows the head of the dog or cat. Blurred photos are not accepted.

“The idea behind creating a #KSRPetTrain or never-ending collage of pet portraits is that looking at fuzzy, cute pet faces has a healing effect on people. As a business we have

known that for years!” says Office manager Julie Lessner of KSR Pet Care. “We may not be able to visit you, but we can bring love and cuteness to your home via the internet. Our website <https://ksrpetcare.com> will display the photo train <https://www.ksrpetcare.com/pettrain.php> and you can also see the photos on Flickr at <https://www.flickr.com/photos/pettrain>.”

How is a small business like KSR Pet Care able to afford this? “First of all, it is a charitable contribution and secondly, we did set a limit up to \$1000 for 2020. We have had a rough year business-wise since our market plummeted due to the COVID-19 crisis, especially daily dog walking. We are at 50-55% in revenue of where we were last year. Many of our staff are still feeling the cut in pet visit jobs and income. At the same time we have always been a business with a big heart and there is no avoiding the reality of today and remaining on the side line. We want to help!”

The KSR Pet Train campaign is a win-win for Fairfax county! It is a long and happy train of smiles and cute faces with the purpose of reducing stress and anxiety and at the same time raising funds. “And, who knows,” says Karen Rosenberg KSR Pet Care’s owner, “at the same time, we may possibly break a record by creating the longest collage of pet portraits in the world!”

About KSR Pet Care LLC.



KSR Pet Care has been in business since 2008 and offers quality and emergency services in dog walking, pet sitting (cats, dogs, small animals), overnights, errand service, house checks and pet taxi in McLean/ Tyson’s Corner, Falls Church, Vienna, Merrifield, Dunn Loring). A team of 25+ employees continue to receive excellent reviews, deliver highly in quality and are meticulously and professionally organized. KSR pet Care received many recognitions over the years including “Best Dog Walkers/Pet Sitters”--Washingtonian Magazine 2011 + 2013 +2016 +2019 +2020 and “Best Pet Care” – The Northern Virginia Magazine 2019.

More info at <https://www.ksrpetcare.com/>

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About McLean Share



McLean Share aka Share Inc. is a 501(c)(3) nonprofit organization who has been offering emergency assistance since 1969 in McLean and nearby areas of Northern Virginia. This year McLean Share is helping the local authorities with emergency COVID-19 assistance. Fairfax County social workers continue to work up every case where a request exceeds a nominal amount and McLean Share has been a

direct resource in making contributions for families in desperate need. This means help paying utility bills, rent and other emergency financial aid, food, shelter and clothes
More on McLean Share at <https://www.facebook.com/ShareOfMcLean> and <https://www.shareofmclean.org/>