

## ....Paws For Some News

from the Humane Society of Boulder Valley



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## Kim Sporrer Joins Humane Society of Boulder Valley as New Director of Communications

*Boulder, Colo. (September 1, 2009)* – Humane Society of Boulder Valley has hired Kim Sporrer, APR as its new Director of Communications. Sporrer was most recently with Linhart Public Relations in Denver.

Sporrer has earned her Accreditation in Public Relations (APR) and brings more than two decades of communications and public relations expertise to the Humane Society of Boulder Valley, including 11 years with public relations agencies and 10 years of non-profit experience.

“Kim is a talented communications professional who is finding creative ways to educate and inform our two-and four-legged clients about all the many services available to strengthen the bond between pets and their guardians,” says Constance Rule, Vice President of Community Relations and Development. “She is also a fantastic new member of our Directors team, helping us set the strategic direction for the future of the Humane Society of Boulder Valley.”

Sporrer is primarily responsible for creating, managing and executing both internal and external communications strategies to increase the promotion and visibility of its animal welfare initiatives through marketing activities such as public relations, media relations, community outreach and fundraising support.

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*It is the mission of the Humane Society of Boulder Valley to protect and enhance the lives of companion animals by promoting healthy relationships between pets and people. More information can be found on our Web site at [www.boulderhumane.org](http://www.boulderhumane.org) The Humane Society of Boulder Valley is a community-supported, open-door facility that provides shelter, medical care and behavioral rehabilitation to more than 8,000 animals a year. Since our inception in 1902, Boulder's Humane Society has become one of the most recognized nonprofit organizations in the community and a national leader in animal welfare.*