



August 1, 2017

## TrueCar And Best Friends Animal Society Announce Campaign To Help Save Homeless Pets

### TrueCar will donate up to \$50,000 to Best Friends Animal Society Via the "On the Road to #SaveThemAll" campaign

SANTA MONICA, Calif., Aug. 1, 2017 /PRNewswire/ --TrueCar, Inc (NASDAQ: TRUE) and Best Friends Animal Society today announced the kick-off of a unique campaign called "On The Road to #SaveThemAll." The purpose of the campaign is to raise awareness of the 5,500 pets that are killed each day simply because they don't have a place to call home.



Starting today through August 31, TrueCar will donate \$1 (up to \$50,000) to Best Friends for every pet photo shared via Instagram, Twitter or Facebook using both hashtags #SaveThemAll and #TrueCarEntry. In addition to the donation, each eligible post will enter consumers into a contest for an all-expenses paid trip for two to Best Friends' Sanctuary in Kanab, Utah or a Best Friends Regional Center in New York or Los Angeles. For a complete set of rules, please visit [TrueCar.com/SaveThemAll](http://TrueCar.com/SaveThemAll).

"At TrueCar, we believe that dogs and cats are so much more than just pets, they are members of the family," said Lucas Donat, chief brand officer, TrueCar. "We're excited to continue our partnership with Best Friends and support their mission of bringing about a time when there are no more homeless pets, giving each of them a chance to claim a seat in the family car."

TrueCar and Best Friends Animal Society previously partnered in 2015 to help save healthy, adoptable animals from being euthanized at shelters across the country. According to Best Friends Animal Society, 2 million healthy and adoptable cats and dogs are euthanized in shelters nationwide every year, which is why they are on a mission to save all shelter animals by 2025. With the "On the Road to #SaveThemAll" program, TrueCar is teaming up with the organization again this year to help them get these animals out of the shelters and into their "forever" homes.

"There is nothing more satisfying than seeing a previously homeless pet become part of a loving family," said Eric Rayvid, director of public relations and content marketing, Best Friends Animal Society. "We've put a stake in the ground make sure there are no more homeless pets by 2025 and corporate partners like TrueCar provide much-needed funds to make that happen."

#### About TrueCar

[TrueCar](http://TrueCar), Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 14,000 Certified Dealers also powers car-buying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one half of all new car buyers engage with the TrueCar network during their purchasing process. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to [www.truecar.com](http://www.truecar.com). Follow us on [Facebook](#) or [Twitter](#).

#### About Best Friends Animal Society

[Best Friends Animal Society](http://BestFriendsAnimalSociety) is the only national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. A leader in the no-kill movement, Best Friends runs lifesaving programs in partnership with more than 1,900 rescue groups and shelters across the country; regional centers in New York City, Los Angeles, Atlanta and Salt Lake City; and the nation's largest no-kill sanctuary for companion animals. Founded in 1984, Best Friends has helped reduce the number of animals killed in shelters nationwide from 17 million per year to about two million. Best Friends is determined to get that number to zero by the year 2025. Best Friends and its nationwide network of members and partners are working to Save Them All.

To become a fan of Best Friends on Facebook, go to [www.Facebook.com/bestfriendsanimalsociety](http://www.Facebook.com/bestfriendsanimalsociety). Follow Best Friends on Twitter (@BestFriends) and Instagram (@BestFriendsAnimalSociety).

View original content with multimedia:<http://www.prnewswire.com/news-releases/truecar-and-best-friends-animal-society-announce-campaign-to-help-save-homeless-pets-300497470.html>

SOURCE TrueCar, Inc

News Provided by Acquire Media