



**The Rock Building Society Limited**  
**EMBARGOED: 1 June, 2009**

**RSPCA Qld and The Rock Building Society  
launch Animal Adoption Centre**

The Rock Building Society and RSPCA Qld have joined forces to officially open the Animal Adoption Centre at Australia's first RSPCA Pet Shop in William Street. This is an important, joint community venture and will do much to help improve animal welfare throughout the region by placing rescued and abandoned animals with new owners.

By utilising RSPCA's wide ranging educational programs the centre will play a lead role in raising awareness of animal welfare issues in the Central Queensland areas.

Customers are able to view potential pets on a computer and then make a request to meet that animal. Certain animals that are currently out on foster will also come into the adoption centre on a regular basis. This new concept enables animals to continue their lives in a home environment and not have to be housed in a permanent shelter situation.

"Unfortunately, the RSPCA's statistics are sobering and demonstrate that Central Queensland has more than its share of animal welfare cases," Rock Building Society Managing Director Derek Lightfoot said.

"We do up to 20 animal rescues across Central Queensland each week," added RSPCA Qld's Central Queensland Inspector Shayne Towers Hammond. "Unfortunately, the links between animal abuse and violence towards humans are all too evident so anything we can do help the animal victims will ultimately help the community."

"We felt that the centre was the perfect fit for The Rock's Community Support program," continued Mr Lightfoot. "We're proud to come on board and support the great work which the RSPCA does in our local community."

The Rock's sponsorship of the RSCPA Animal Adoption Centre marks the beginning of a corporate partnership between these two iconic brands.

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**NB Photo Opportunity. Media are welcome to attend the official opening of The Rock Building Society Animal Adoption Centre at the RSPCA Pet Shop, William Street Rockhampton at 2pm on Monday, June 1.**

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