



**For Immediate Release**

**Amazon CARES April “Vets Abroad” Program Powered by Social Media**

**Atlanta, GA** – Amazon Community Animal Rescue, Education and Safety (Amazon CARES) today announced the participants in its April 2011 Volunteer Trip to Iquitos and more remote areas in Peru. Comprised of veterinarians, nurses, techs and bloggers, it promises to be a productive journey: not only will aid be given to the needy companion animals desperate for care, but also important attention may be given to our work and mission via our volunteers, many of whom are social media powerhouses.

Incredibly, one participant is a “Virtual Vet,” Amanda Brown, DVM, whose animated web series can be seen at <http://www.generationvet.com>. Dr. Jessica Vogelsang, a/k/a “Dr. V,” creator of the award-winning [Pawcurious blog](#) is one of the social media celebrities volunteering. Dr. V writes about wrestling with dogs, cats and the chaos and joy of a life with pets. Dr. Patrick Mahaney, another blogger veterinarian ([www.patrickmahaney.com](http://www.patrickmahaney.com)), is also slated to volunteer. In addition to his written blog, Dr. Mahaney will be doing a vBlog for his daily activities in Peru, providing a fascinating, timely portrait of a day in the life of a volunteer vet in the Amazon.

Founder and Executive Director of Amazon CARES, Molly Mednikow, is passionate about the animals and people her organization serves, and is just as passionate about the vital role of social media in promoting this, her life’s work. She is an avid Tweeter with almost 10,000 followers at [@AmazonCares](#)

“Social media informs as it entertains, inspires as it reports,” states Mednikow. “Each blog promoting our organization reaches another person; each tweet touches another heart. The work to be done is never-ending, and each person we get to join us in our mission, through volunteerism or donation, is priceless.”

To that end, Mednikow will be broadcasting live from Peru on the March 31<sup>st</sup> TPPCtv Pets Teach Us So Much radio show, the #1 pet web show in the world. Tune in to listen, chat, or call in as Pet Lifestyle experts Robbin and Joseph Everett interview Molly about Amazon CARES. Tune in to <http://www.blogtalkradio.com/tppctv>.

Amazon CARES is a non-profit 501(c)(3) animal welfare organization based in and around Peru's Amazon River region. A US office is located in Atlanta, Georgia. In addition to operating the area's first no-kill animal shelter and low-cost veterinary treatment center in Iquitos, it conducts free spay-and-neuter, immunization and parasite control clinics in the more remote reaches of the Amazon Rainforest. For more information about Amazon CARES, including how you can help, please visit its website at [www.amazoncares.org](http://www.amazoncares.org).

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