

Robin Ganzert Unveils Rock to Rescue Fundraising Event

Written by Australian Business

WASHINGTON, DC, September 25, 2013 /**24-7PressRelease**/ -- One of [Robin Ganzert](#) 's goals as president and CEO of the American Humane Association (AHA) is to increase global awareness about the organization. The AHA supports a wide variety of programs and initiatives aimed at protecting children and animals from abuse and neglect. She recently had the opportunity to share exciting news about a program that is supporting the efforts of the AHA in an [article](#) in GRAND Magazine, which reaches more than one million people.

Thousands of seniors across the country are rocking their way to a goal of raising \$100,000 to help support the AHA's Red Star animal rescue program and animal-assisted therapy program. The event, Rock to Rescue, was developed by Deborah Wesolowski, a Virginia event planner. She was asked by Coordinated Services Management (CSM), which oversees 18 senior living communities, to come up with an idea for how the residents could make a difference while having fun. Her idea was to have them rock in rocking chairs, something that people of any age can do, to raise money. They decided that the money would go toward supporting the AHA.

The AHA is an organization that they are passionate about because not only do many of the seniors have grandchildren, but they also have pets, or engage in animal-assisted therapy. The Red Star animal rescue program is one of the program platforms that Robin Ganzert has helped to transform. She has also increased the focus on researching the human-animal bond and promoting the benefits of animal-assisted therapy. These two programs will benefit from the money that the seniors, as well as their friends, family members, and community, are helping to raise.

The funds raised will allow the AHA to continue rescuing animals after natural disasters such as Hurricane Katrina, Super Storm Sandy, and the Oklahoma tornado. Red Star sends out specialized teams to search for and rescue the animals that are affected. They also provide care and help to find them shelter and reunite them with their families. The animal-assisted therapy program provides life-changing therapy opportunities for children, veterans, and senior citizens.

The residents kicked off the program on August 26, National Dog Day, and began rocking on Labor Day weekend. They will continue to rock through September. "Our residents are not the stereotypical seniors, content to spend their golden years in a rocking chair," says Denise White, president of CSM. "They have the desire to give back and stay connected. We wanted not only to support a good cause but also to raise awareness about the amazing benefits of animal therapy in the lives of seniors." The rocking chairs were donated to each of the 18 senior living communities by the Hinkle Chair Company of Tennessee.

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Robin Ganzert applauds the efforts of these motivated and inspirational seniors. "What they are doing is amazing," she says. "The money they raise will truly make a difference in the lives of so many people and animals. It will allow the AHA to keep providing valuable and life-changing services." Robin Ganzert invites the public to participate in Rock to Rescue, or to create their own volunteer effort.

ABOUT:

[Robin Ganzert](#) is the president and CEO of the American Humane Association. She has served in this role since 2010 and has helped to transform the organization into a more relevant and vital nonprofit. She has assisted in implementing innovative program platforms including No Animals Were Harmed, Red Star, Wags4Patriots, Hero Dog Awards, and Humane Heroes Clubs. Dr. Ganzert is dedicated to protecting the welfare, wellness, and well-being of children and animals everywhere.