

MANITOBA UNDERDOGS RESCUE INC. RECEIVES CUSTOMIZED DEFENDER 130 FOR MAKING A HEROIC IMPACT WITHIN THEIR COMMUNITY

- **Manitoba Underdogs Rescue Inc.** has received a customized Land Rover Defender 130 and \$25,000 USD in prize money for winning the category of “Animal, Wildlife & Marine Mammal Welfare Presented by Animal Planet” in this year's Defender Service Awards
- Manitoba Underdogs Rescue is a registered charity and non-profit organization that is primarily volunteer-run and foster-home-based, relying solely on donations from supporters to achieve its mission.
- Manitoba Underdogs Rescue rescues, rehabilitates, cares for, and ultimately places Manitoba's unwanted animals in loving homes. Primarily serving northern Manitoban communities lacking the resources to properly control the dog population.
- **Recognizing Everyday Heroes:** The Defender Service Awards, Presented by CHASE, recognizes organizations across the United States and Canada that exemplify the Defender ethos of helping serve their communities
- **Monetary Awards Enable Organizations to go Further:** Manitoba Underdogs Rescue Inc. received \$25,000 USD from Animal Planet”, the category sponsor for the Animal, Wildlife & Marine Mammal Welfare award, along with \$5,000 USD from CHASE and \$2,500 USD and Warner Bros. Discovery to help further fund their mission of service

Winnipeg, Manitoba, 13 November 2023 – Manitoba Underdogs Rescue Inc. has been awarded a customized Land Rover Defender 130 vehicle and \$32,500 USD in prize money after winning one of six categories in the 2023 “Defender Service Awards” Presented by CHASE. Animal, Wildlife & Marine Mammal Welfare Presented by Animal Planet recognized charitable organizations that do so much to benefit their local communities by supporting needs relating to community pounds, shelters, wildlife rescue, and marine conservation.

Manitoba Underdogs Rescue's mission is to rescue, rehabilitate, care for and ultimately place Manitoba's unwanted animals in loving homes. 100% volunteer-run and foster-home based, they primarily serve northern Manitoban communities that lack the resources and information to properly control the pet population, leaving countless animals without necessities for survival like

food, water, shelter and medical attention. Manitoba Underdogs perform spay and neuter clinics, year-round rescues (even in -40 Celsius temperatures), provide medical care and find fosters and forever homes for these animals in need.

Defender has always been known for empowering organizations across the globe with capable vehicles to facilitate humanitarian work. In keeping with this tradition and to honour those who exemplify these values, Defender has announced the six winners for each category of the third annual "Defender Service Awards," Presented by CHASE. These awards recognize the remarkable contributions of non-profit organizations in the United States and Canada that are making a positive impact in their communities and upholding the Defender's ethos as a beacon of liberty.

Six category winners were announced in the 2023 Defender Service Awards:

- Veteran's and Civil Servant Outreach Presented by Hearts & Science-
 - HONOUR HOUSE SOCIETY (NEW WESTMINSTER, BC)
- Community Services Presented by ei3-
 - KAIROS ADVENTURES INC (CASSELBERRY, FL)
- Search, Rescue & Emergency Support Services Presented by Pelican-
 - SQUAMISH SEARCH AND RESCUE SOCIETY (SQUAMISH, BC)
- Outdoor Accessibility & Education Presented by OUTSIDE Interactive, Inc-
 - YOUTH SPORTS ALLIANCE (PARK CITY, UT)
- Animal, Wildlife & Marine Mammal Welfare Presented by Animal Planet-
 - MANITOBA UNDERDOGS RESCUE INC (WINNIPEG, MB)
- Defender Service Honorees-
 - CHARLESTON ANIMAL SOCIETY (NORTH CHARLESTON, SC)

The winning organizations have been awarded a custom Defender 130 SUV that will aid them in their work with ease. The Defender 130 vehicle features three rows of seating for up to eight people and 2,516 litres of load capacity. The Defender 130 vehicle is fully capable of assisting these organizations with transporting animals, gear or volunteers.

Jessica Hansen, Executive Director, Manitoba Underdogs Rescue: “We are incredibly grateful to receive this award. Receiving a Defender 130 is beyond our wildest dreams. It isn't just a vehicle - it's a lifeline that will empower us to come to the aid of even more dogs and make a bigger impact in our communities. This win symbolizes the support of our community and we can't wait to turn this support into real change for our furry friends.”

Manitoba Underdogs Rescue Inc. has also been awarded \$25,000 USD from Animal Planet as category sponsor. As a Presenting Partner, CHASE has awarded \$5,000 USD to each of the 30 category finalists. An additional \$2,500 USD was awarded by the Premier Sponsor, Warner Bros. Discovery, for a total of \$32,500 USD in prize money to help these organizations achieve even more.

To learn more about Defender, please visit: <https://www.landrover.ca/en/defender/>

ENDS

About Defender

Defender embraces the impossible. Each member of the Defender family is purposefully designed, highly desirable and seriously durable. A modern-day hero that respects the past but at the same time anticipates the future.

Available in 90, 110 and 130 body styles, with up to eight seats, each has a charisma of its own.

A beacon of liberty since 1948, Defender supports humanitarian and conservation work with the International Federation of Red Cross and Red Crescent Societies and the Tusk Trust.

The Defender brand is underpinned by Land Rover – a mark of trust built on 75 years of expertise in technology and world-leading off-road capability.

Defender is designed and engineered in the UK and sold in 121 countries. It belongs to the JLR house of brands alongside Range Rover, Discovery and Jaguar.

Important notice

JLR is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates.

Manitoba Underdogs Rescue is a registered charity and non-profit organization that is primarily volunteer-run and foster-home-based, relying solely on donations from supporters to achieve its mission. The mission is to rescue, rehabilitate, care for, and ultimately place Manitoba's unwanted animals in loving homes. Primarily serving northern Manitoban communities lacking the resources to

properly control the dog population, these animals are often missing the necessities for survival like food, water, shelter, and medical attention. Manitoba Underdogs perform spay and neuter clinics, and year-round rescues (even in -40 Celsius temperatures), provide medical care and find fosters and forever homes for these animals in need.

Further information:

Manitoba Underdogs Rescue
Lindsay Gillanders
204.223.5739
media@manitobaunderdogs.org

Taylor Hoel

Director, Marketing & PR
Jaguar Land Rover Canada
T: +1 (905) 565-4157
thoel1@jaguarlandrover.com

Craig Dickie

Manager, Brand Experience, PR & Retail Marketing
Jaguar Land Rover Canada
T: +1 (905) 565-4686
cdickie@jaguarlandrover.com

Further Information

Media website: <https://media.jaguarlandrover.com/en-us/news>

Social Channels:

TikTok: <https://www.tiktok.com/@defender>

Facebook: <http://www.facebook.com/LandRover>

Twitter: <http://twitter.com/LandRover>

Instagram: <https://www.instagram.com/landrovercanada/>

YouTube: <http://www.youtube.com/LandRover>

#