

## **"Fur Love" -- We All Need Rescuing at Some Point in our Lives**

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*In a slumping economy where big time CEOs are asking for bailouts, ordinary people are trying to hold on to their homes, their jobs, and whatever they have left in their 401Ks, one DC woman is letting her money go to the dogs...literally.*

Takoma Park, MD (PRWeb via [PRWeb](#)) December 1, 2008 -- In a slumping economy where big time CEOs are asking for bailouts, ordinary people are trying to hold on to their homes, their jobs, and whatever they have left in their 401Ks, one DC woman is letting her money go to the dogs...literally.

There are hundreds of homeless pets living at the Washington Animal Rescue League (WARL). "These animals are not damaged goods," says Allison Schwartz, WARL's volunteer manager. "These animals have no where else to turn but with more money, we can do even more for the animals." Local artist Mo Condo wants to honor these animals in a benefit concert Fur Love with proceeds to help her furry friends at the Washington Animal Rescue League.

After winning \$10,000 in a music competition, Mo wants to give to those who stood by her, licked her nose, and put their paws in her hands -- the animals she cared for as a veterinary technician while she struggled to get her career off the ground. Mo's CD Release Party, Fur Love, will feature her new EP "Us." It's a pop-for-grown-ups composition of slick production, lively hooks and taut lyrics. Mo's silky voice and well-honed songwriting read like an older, wiser Michelle Branch. After years of enduring personal demons of stage fright and alcoholism, career setbacks, and scam artists, Mo realizes it's the intangible result of winning that competition that matters the most.

She recalls, "Winning this contest was the first time someone professional, who didn't just want to use me for their own ends, said to me 'You can do this. You should be doing this' It was the reaffirmation I needed to get up and try again."

You can hear songs like "Dream," "Special," "Shy," and "Us" Wednesday, December 3rd at 8 PM at the famed State Theater, 220 N. Washington St., Falls Church, VA. Tickets are \$25 on sale now at The State Theater Box Office. Call 703-237-0300 or visit <http://www.thestatetheater.com> for more information. "Us," the new album by Mo Condo, now available on Rhapsody and iTunes.

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### **Contact Information**

**Yasmin Zahra**

DC City Blog

<http://www.dccityblog.com>

(202) 471-0187

### **Online Web 2.0 Version**

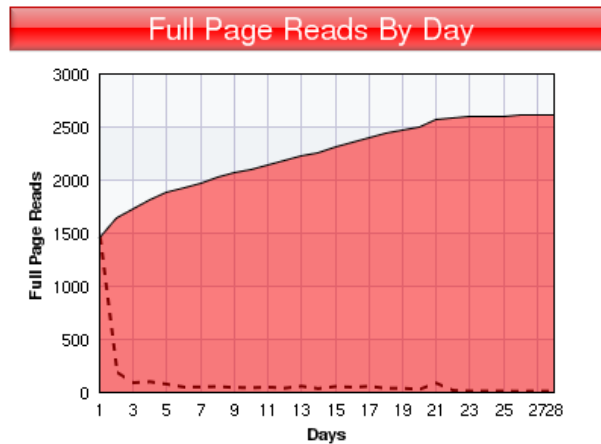
You can read the online version of this press release [here](#).

### **PRWebPodcast Available**



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## "Fur Love" -- We All Need Rescuing at Some Point in our Lives

Day	Reads
1	1451
2	1637
3	1722
4	1816
5	1887
6	1931
7	1976
8	2025
9	2065
10	2102
11	2145
12	2179
13	2231
14	2261
15	2310
16	2353
17	2404
18	2437
19	2470
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23	2593
24	2599
25	2605
26	2609
27	2615
28	2620

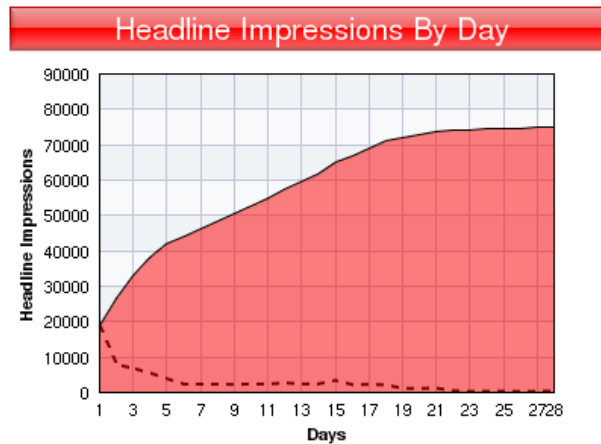


This graph shows the cumulative number of times the release has been read every day. This includes release displays on the website, PDF, and printer friendly views. The dashed line shows the difference over time.

	Cumulative Full Page Reads
	Full Page Reads per Day

## "Fur Love" -- We All Need Rescuing at Some Point in our Lives

Day	Headline Impressions
1	18749
2	26403
3	33032
4	38322
5	42015
6	44157
7	46307
8	48417
9	50480
10	52659
11	54815
12	57322
13	59524
14	61732
15	64943
16	66952
17	69017
18	70958
19	71911
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24	74426
25	74592
26	74693
27	74823
28	75034

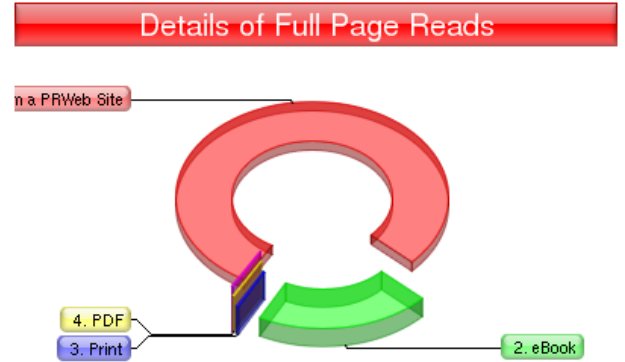


This graph shows the cumulative amount of headline impressions per day. This includes headlines displayed on the PRWeb websites, Javascript, Eyecaster, and RSS feeds. The dashed line shows the difference over time.

	Cumulative Headline
	Headline Impressions per Day

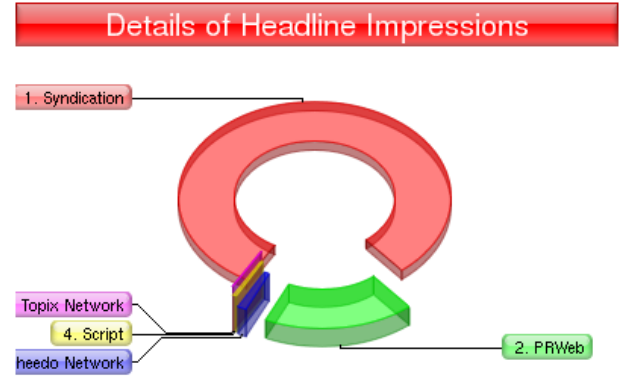
## "Fur Love" -- We All Need Rescuing at Some Point in our Lives

Access Method	Volume	%
1. Read from a PRWeb Site	2060	78.8%
2. eBook Download	542	20.7%
3. Printer Friendly Version	9	0.3%
4. PDF Download	4	0.2%
5. A PRWeb member has blogged about this release	0	
6. Read from Newspad Search	0	
7. Read from Google Search	0	
8. Read via Email Link	0	
9. Trackback Submission	0	
10. Podcast Download	0	
11. Pingback Submission	0	
12. Forwarded via Email Form	0	

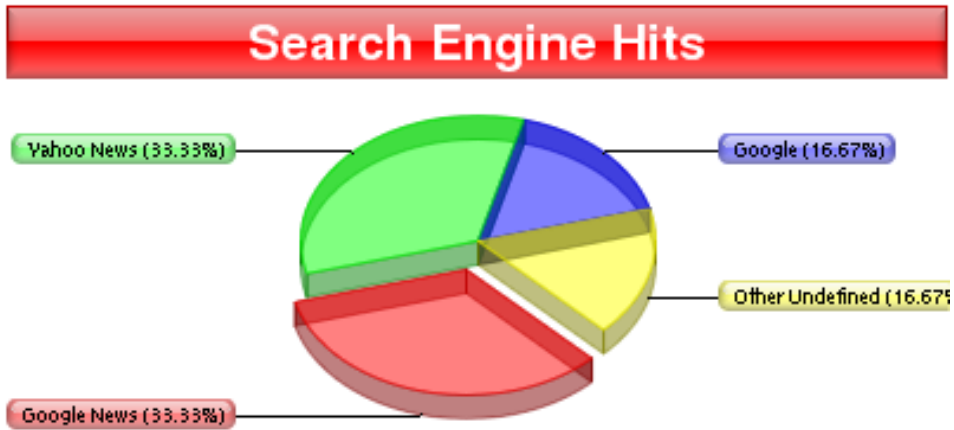


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Access Method	Volume	%
<b>Details of Headline Impressions</b>		
1. Headline Displayed thru RSS, XML or other syndication	60515	80.7%
2. Headline Displayed on a PRWeb Site	13392	17.8%
3. Headline Requested by Pheedo Network	783	1.0%
4. Headline Displayed on 3rd party site via Javascript	311	0.4%
5. Headline Requested by Topix Network	33	0.0%
6. Eyecaster Banner Headline	0	
7. Headline Displayed on PRWeb Podcast	0	
8. News Alert Email Opened	0	









## "Fur Love" -- We All Need Rescuing at Some Point in our Lives





**Search Terms by Search Engine - Top 20 Terms**

Search Engine	Search Terms	View Search
Yahoo News	michelle&branch	
Google	furlove	
Other Undefined	their	
Yahoo News	"michelle branch"	
Google News	pet rescue	
Google News	all dog rescue	

**%Visits by Country**

Average	Country
85.257%	UNITED STATES
10.768%	CANADA
0.663%	CHINA
0.663%	GREAT BRITAIN
0.552%	GERMANY
0.276%	RUSSIAN FEDERATION
0.276%	FRANCE
0.166%	NORWAY
0.166%	JAPAN
0.166%	NETHERLANDS
0.11%	HONG KONG
0.11%	INDIA
0.11%	ISRAEL
0.055%	GHANA
0.055%	TURKEY
0.055%	SWEDEN
0.055%	ROMANIA
0.055%	MEXICO
0.055%	ITALY
0.055%	CZECH REPUBLIC
0.055%	SPAIN
0.055%	UNKNOWN LOCATION
0.055%	TAIWAN
0.055%	UNKNOWN LOCATION
0.055%	IRELAND
0.055%	BULGARIA