

Tuesday, August 4, 2015



BEAMSVILLE — Pam Huson may be the new face of Shreddies, but it's the recognition to her cause that has the Beamsville woman more excited.

Huson, who runs Beamsville 4 Paw Rescue, will appear in an upcoming advertisement for Shreddies cereal after winning its nation-wide Search for Goodness competition. The contest sought nominations for community heroes and out of more than 160 nominations, Beamsville's Huson was selected as the winner.

"It's so overwhelming," said Huson, who has been rescuing animals for as long as she can remember. "This is wonderful."

Huson started rescuing cats in the area when she moved to Beamsville in 1997. Back then she was known as the "crazy cat lady from Beamsville". In 2005, when newer homes were constructed near her residence, she started to see an influx of homeless cats who were displaced when the barns and trees were felled. Each year, she and her team of volunteers, take in about 200 to 300 animals, most of them cats. The rescue is run entirely out of Huson's pocket with the assistance of donations and adoption fees.

Huson hopes the recognition will shine a light on the work of animal rescues like Beamsville 4 Paw.

"I hope it raises awareness of not just my rescue, but all rescues," said Huson. "There are a ton of people like me out there and we need help. This is great for getting the word out there about we do."

Huson also hopes the national attention will make an impact at home.

One of Huson's goals, aside from ensuring all pets have an opportunity to thrive, is to establish a low-cost spay/neuter clinic in West Niagara.

"My goal is to get a spay/neuter program in the area which will greatly help with the feral situation around here," said Huson of the \$500 prize attached to the contest which she hopes to use as the building blocks for an affordable clinic in West Niagara. "My goal is to give it back to the community."

Huson is seeking sponsors in the community to make this dream a reality.

The rescue is often between a rock and a hard place as there are more animals in need of assistance than there are spaces to care for them. She said her team of volunteers is out in the community every weekend, hosting garage sales and other fundraisers. While the job is often heartbreaking, there is plenty of reward.

"I cried when I saw the photo," said Huson of a promotional photo of her and Maggie Shreddies used to clinch the winner of this year's contest. "It's so emotional for me when I think about how they were rescued. It's an overwhelming feeling."

For more information about Beamsville 4 Paw Rescue, visit www.beamsville4pawrescue.com