

# Team Rescues Turtle Named Turbo from Euthanasia, Making It a Beloved Office Mascot

*Lurii Iakovenko's Mission: Saving Turbo and Promoting Animal Welfare*

MINNESOTA, UNITED STATES, June 19, 2024 /EINPresswire.com/ -- In a heartwarming act of compassion, [the dedicated team at Semalt](#), a leading player in the digital marketing industry, recently rescued a turtle named Turbo from being euthanized. Now, Turbo thrives as a beloved mascot at the company's headquarters, symbolizing the values of care and perseverance that Semalt holds dear.

Turbo's story began when he was found injured and brought to a local animal shelter. Due to the extent of his injuries and the resources required for his rehabilitation, Turbo faced the grim prospect of euthanasia. However, fate had a different plan when Lurii Iakovenko, CEO of Semalt, learned about Turbo's plight.

Moved by Turbo's situation, Lurii Iakovenko, along with Olha Slobodeniuk, Chief Marketing Officer decided to take action. The Semalt team collectively agreed to take responsibility for Turbo's care, providing the necessary medical treatment and a safe home.

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The greatness of a nation and its moral progress can be judged by the way its animals are treated.”

*Mahatma Gandhi*

“Turbo's resilience inspired us all,” said Lurii Iakovenko. “At Semalt, we believe in second chances, whether it's in life or in business. By rescuing Turbo, we wanted to show our commitment to making a positive impact beyond our professional endeavors.”

Now fully recovered, Turbo has become an integral part of the Semalt family. The turtle enjoys a



The image shows a screenshot of the Semalt AutoSEO AI website. The top section features the text "AutoSEO AI" and "Effective SEO promotion that suits all budgets". Below this, there is a sub-headline: "Go the quickest way to get improved Google rankings and increased website traffic without investing tons of money". There are two buttons: "Launch AutoSEO AI Trial" and "Get a FREE consultation". A statistics table shows: 25,000+ customers, 174 countries, and 41 languages. To the right is an illustration of a white robot with a screen for a face, surrounded by various icons like a bar chart, a clock, and a speech bubble. Below the screenshot, the text "Semalt AutoSEO AI" is displayed, followed by the large "Semalt" logo and a red banner with the text "BE ONE STEP AHEAD". At the bottom, the text "Semalt Logo" is visible.

custom-made habitat within the office, complete with all the amenities needed for a comfortable life. Employees at Semalt take turns caring for Turbo, ensuring he receives the attention and care he deserves.

“Having Turbo in the office has been a unique and uplifting experience for everyone,” noted Olha. “He reminds us daily of the importance of compassion and the impact we can have through small acts of kindness.”

She also highlighted the positive influence Turbo has had on the team’s morale. “Turbo’s presence has brought a sense of community and joy to our workplace. It’s incredible how an act of kindness can transform not just one life, but many.”

Andrew Timchenko, who oversees the company’s creative projects, added, “Turbo has become a source of inspiration for our creative processes. His journey from the brink of death to a vibrant life mirrors the challenges and triumphs we encounter in our work.”

Semalt, known for its innovative approach to digital marketing and [SEO](#), continues to lead with heart and humanity. Turbo’s story is a testament to the company's ethos and its commitment to creating a better world, one small step at a time.

For more information about Semalt and their services, please visit [semalt.com](https://semalt.com) or contact:

About Semalt:

[Semalt is a premier digital marketing agency offering](#) a comprehensive suite of services, including SEO, web analytics, and advanced promotional strategies. With a focus on delivering measurable results and fostering long-term client relationships, Semalt empowers businesses to achieve their online potential

Iurii Iakovenko

Semalt

+1 561-663-4661

[admin@yourseoboard.com](mailto:admin@yourseoboard.com)

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