

LOOKING FOR SUPERHEROES TO RESCUE HOMELESS DOGS?

We'll help you find them during American Humane's ...

ADOPT-A-DOG MONTH[®]

... in October!

Dear Professionals,

American Humane knows that your organization performs amazing, heroic feats every day – sheltering, caring for, promoting and adopting out animals so they can find safe, loving homes.

In celebration of American Humane's 2009 Adopt-A-Dog Month this October, we're giving you some special marketing tools that will encourage your customers to become superheroes in their own right by adopting a shelter dog who'll be at their side for all of life's adventures.

Your Adopt-A-Dog Month shelter kit includes:

- A fun, full-color poster inviting your customers to become superheroes by adopting a dog from your shelter
- "Superhero" graphics that you can use in your own online or printed promotional materials
- A customizable press release and sample public service announcements designed to increase awareness of Adopt-A-Dog Month and promote adoptions
- A proclamation your community officials can use to announce American Humane's Adopt-A-Dog Month and applaud the work of your organization
- Dog care tips you can copy and give to your customers

This October, join American Humane in spreading the word about the super feeling people will get from adopting a shelter dog, and the many rewards they'll enjoy when they share life with a faithful canine companion.

As always, we stand in awe of – and heartily support – your extraordinary work!

Marie B. Wheatley

Marie Belew Wheatley
President and CEO
American Humane



AMERICAN HUMANE

Adopt-A-Dog Month[®]

www.AmericanHumane.org

CUSTOMIZABLE PRESS RELEASE

For Immediate Release

Contact: *(insert shelter media contact name)*
(insert contact phone number)
(insert contact email address)

WANT TO BE A SUPERHERO?

Celebrate American Humane's Adopt-A-Dog Month® by Rescuing a Shelter Dog From *(name of organization)* ... and Get a Loyal Sidekick for All of Life's Adventures

(City, State, Date) - You can save the day for a homeless dog – and find a faithful companion who will be at your side for all of life's adventures – by adopting a dog from *(shelter name)* during American Humane's Adopt-A-Dog Month® in October. It's the perfect time to visit the shelter, meet potential sidekicks and discover how much fun and happiness a dog can add to your life.

Companionship, improved physical and emotional health, social interaction and devoted love are just a few of the super-size benefits of having a dog. Dogs also encourage people to exercise, enhance family and social relationships, promote laughter and act as a nonjudgmental audience and sounding board.

“Adopting a dog from your local shelter is a simple, yet heroic deed,” said American Humane President and CEO Marie Belew Wheatley. “By providing a home to an animal that didn't have one, you can help reduce the regrettably high number of homeless pets in this country. And you'll be rewarded in so many ways, as you experience the joy of building an invincible bond with a loving and faithful companion.”

Millions of people across the country are already enjoying the many rewards of dog companionship. According to the 2009-2010 National Pet Owners Survey by the American Pet Products Association, more than 45 million households in the United States have at least one dog.

(Shelter name) is active not just during Adopt-A-Dog Month, but throughout the year, promoting the creation of strong, mutually rewarding relationships between people and potential canine companions.

(Shelter name) is open *(shelter hours)*. Visitors are invited to meet the many amazing dogs now available for adoption and find a lovable, loyal sidekick. More information about *(shelter name)* is available at *(shelter contact information)*.

ABOUT *(SHELTER NAME)*

(Shelter boilerplate information)

ABOUT AMERICAN HUMANE

Founded in 1877, the American Humane Association is the only national organization dedicated to protecting both children and animals. Through a network of child and animal protection agencies and individuals, American Humane develops policies, legislation, curricula and training programs to protect children and animals from abuse, neglect and exploitation. The nonprofit organization, headquartered in Denver, raises awareness about The Link® between violence to people and violence to animals, as well as the benefits derived from the human-animal bond. American Humane's Los Angeles office is the authority behind the “No Animals Were Harmed”® end-credit disclaimer on film and TV productions. Visit www.americanhumane.org to learn more.

American Humane's Adopt-A-Dog Month®

Meanwhile ...

AMERICAN HUMANE'S ADOPT-A-DOG MONTH[®] SAMPLE PUBLIC SERVICE ANNOUNCEMENTS FOR BROADCAST MEDIA

10 Seconds

Be a superhero! Celebrate American Humane's Adopt-A-Dog Month[®] this October by adopting a dog from *(shelter name)*. A loyal, lovable sidekick is waiting to share life with you!

15 Seconds

Rescue a shelter dog from *(shelter name)* during American Humane's Adopt-A-Dog Month this October. It's a heroic feat that will bring you years of happiness. Find your loyal sidekick at *(shelter name)* today!

15 Seconds

Have you always dreamed of being a superhero? Now's your chance! October is American Humane's Adopt-A-Dog Month. Visit *(shelter name)* and rescue a homeless dog – you'll be a hero and have a loyal sidekick for all of life's adventures.

20 Seconds

Want to be a superhero? Here's a heroic feat that's easy to perform: Rescue a homeless dog from *(shelter name)*! Dogs are fun loving, loyal and make great sidekicks for all of life's adventures – and there are lots of dogs waiting for a hero like you. Visit *(shelter name)* and adopt a dog this October during American Humane's Adopt-A-Dog Month.

30 Seconds

Want to be a superhero? Here's a heroic feat that's easy to perform: Rescue a homeless dog from *(shelter name)*! Dogs are fun-loving, loyal and make great sidekicks for all of life's adventures – and there are lots of dogs waiting for a hero like you: large, small, mixed breeds, even purebreds. Visit *(shelter name)* and adopt a dog this October during American Humane's Adopt-A-Dog Month. There's never been a better time to find your new best friend!

60 Seconds

Every day, thousands of lovable, loyal dogs are surrendered to our nation's shelters – not because they're bad, but because their owners just couldn't take care of them anymore. Be a hero, and give a homeless dog the chance to find happiness and a forever home during American Humane's Adopt-A-Dog Month in October. Dogs are fun-loving, loyal and make great sidekicks for all of life's adventures – and animal shelters are filled with amazing dogs just waiting for a hero like you: large, small, mixed breeds, even purebreds. Save the day by adopting a homeless dog who'll reward you with years of happiness and companionship. Visit *(shelter name)* during American Humane's Adopt-A-Dog Month this October. There's a loyal sidekick waiting just for you! To learn more, stop by *(shelter name and location)* or visit us online at *(shelter website)*.

October is American Humane's

**ADOPT-A-DOG
MONTH[®]**



www.AmericanHumane.org

Have elected or appointed officials proclaim October as American Humane's Adopt-A-Dog Month® in your community. Share the news about your shelter and all your adoptable pets!

OFFICIAL PROCLAMATION OF

(name of city, state or county)

Whereas, it is evident in this country that dogs are increasing in popularity by virtue of bringing devoted love and faithful companionship to their families on a daily basis; and

Whereas, dogs are proven to help lower blood pressure, increase social interaction, encourage exercise and make people smile; and

Whereas, animal shelters work their hardest every day to serve their communities and care for their communities' homeless dogs, be they large, small, purebred or mixed breed;

Therefore, I *(name of elected official)*, by virtue of the power vested in me as *(title of elected official)* of *(name of city, state or county)*, do hereby applaud the services of *(shelter name)* and proclaim and pronounce October 2009 as

AMERICAN HUMANE'S ADOPT-A-DOG MONTH®

And do heartily encourage the citizens of *(name of city, state or county)* to observe this month with appropriate canine-loving activities and to support their local animal shelter, *(shelter name)*.

In Witness Whereof, I set my hand this day, *(date)*, 2009.

Signature



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DOG CARE TIPS FROM AMERICAN HUMANE AND (SHELTER NAME)

Keep your dog safe, happy and healthy by following these tips:

Identification: Tagging and microchipping your dog are essential to helping him find his way home if he is lost. The tag should indicate your dog's name, as well as your name, address, home phone number and cell phone number. Microchips are miniature electronic capsules embedded under the pet's skin. They are safe and effective and provide excellent backup identification in case your pet's collar and tags are lost.

Spay/Neuter: It is estimated that approximately 3.7 million animals are euthanized at shelters each year because there are not enough homes for them. Having your pet spayed or neutered ensures that you will not add to this tremendous burden. Spaying or neutering will also eliminate the risk of certain diseases and cancers of the reproductive organs, as well as reduce the risk of behavior problems such as aggression and territorial marking. A dog that is spayed or neutered will live a happier, healthier and longer life.

Veterinary Exams: To keep your dog healthy, be sure to take him to the veterinarian for an annual examination. Your veterinarian can detect signs of a problem – such as dental disease or heart problems – before it becomes serious, and prescribe appropriate treatment.

Vaccinations: To protect your pet from getting a serious disease, keep his vaccinations up to date. This is important even if your dog mostly stays inside or at home. All dogs should be vaccinated for distemper, parvovirus and rabies. Depending on where you live, vaccinations for other common diseases may also be recommended by your veterinarian.

Feeding: Make sure your dog eats high-quality food every day and has fresh water available at all times.

Training and Behavior: Most behavior problems – like constant barking or getting into the trash – can be solved with a little training. Don't give up; contact an animal trainer or behavior consultant for help.

Exercise: Spend quality time with your pet every day. Playing with and walking your dog will allow you both to bond. It will also relieve your dog's boredom, which can lead to behavior problems such as digging and barking.

Grooming: Pets need regular brushing, bathing and dental care, and breeds with long fur require frequent trips to the groomer.

Dog-Proofing Your Home:

- Use childproof latches on your cabinets.
- Place medications, cosmetics, cleaners, chemicals and detergents on high shelves.
- Keep trash cans covered or inside a latched cabinet.
- Keep food out of reach (even if the food isn't harmful, the wrapper could be).
- Keep the toilet lid closed to prevent your dog from drinking harmful cleaning chemicals.
- Place electrical and phone wires out of reach.
- Put away children's toys and games.
- Move houseplants out of reach – they may be fatal if ingested.
- Clean antifreeze from the garage floor and driveway – one taste can be lethal.
- Keep all sharp objects and tools out of reach.

Open Truck Beds: Don't let your dog ride in an open truck bed. An estimated 100,000 dogs die each year by being bumped from truck beds onto the road and into traffic. Also, do not leash your pet inside a truck bed. Many dogs have been strangled when bumped over the sides of trucks and left helplessly dangling. If your dog must ride in the back of the truck, put him in a crate secured to the truck bed.

Unattended Pets in Your Vehicle: Dogs are much more susceptible to heat stroke than humans. Temperatures inside a parked car can quickly reach levels that are lethal to your dog, even when the outdoor temperature is moderate. With an outdoor temperature of 72 degrees, the temperature in a parked car can reach 102 degrees in just 30 minutes.

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