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NONPROFIT RELEASES PUBLIC SERVICE ANNOUNCEMENT FEATURING ACTOR ADRIAN ZMED

'A Dog's Life' Focuses on a Dog's Need for Companionship

Altoona, PA—Dogs Deserve Better, a nonprofit working to bring dogs into the home and family, announced release of a Public Service Announcement featuring actor Adrian Zmed. The PSA was created in Seattle by Madison Street Films (madisonstreetfilms.com), and was shot at Point Robinson Park, Vashon/Maury Island, Washington.

'A Dog's Life' featuring Adrian Zmed (TJ Hooker, Grease 2), was directed by Nikki Sherritt, shot on 16mm by Doug Hostetter, and edited by Duncan Sharp. "A Dog's Life" begins airing in September.

Tammy Grimes, founder of the organization, expressed her gratitude for the donation. "We received the entire PSA production for a fee of only \$3,000, a drop in the bucket compared to what a spot of this calibre would normally cost. We are extremely grateful to Adrian, Nikki, and April Wren, in addition to everyone who pulled together for the shoot."

Adrian co-starred with Mojo, a formerly chained flat-coated retriever mix from the Seattle area. Mojo now lives inside with a new home and family. He proved to be a born actor, which, in addition to the rest of his new life, was a far cry from his previous chained existence.

The organization is currently seeking stations to air the Public Service Announcement, as well as donations to help cover the \$3,000 cost and the cost of making duplicates in beta or digibeta formats. Photos from the shoot and information on how to air the PSA, can be found on the site at www.dogsdeservebetter.org.

Dogs Deserve Better is a 501c3 nonprofit organization headquartered in Tipton, Pennsylvania, is the 2003 First Place Winner of the ASPCA Pet Protector Award, and currently has 150 area reps in 38 states as well as in Canada and Australia.