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NON-PROFIT LOOKING TO MAIL VALENTINES TO 18,000 CHAINED DOGS

GROUP ASKS ELEMENTARY SCHOOL STUDENTS, CLUBS, AND INDIVIDUALS TO CREATE VALENTINES FOR DELIVERY TO CHAINED DOGS NATIONWIDE



Smithfield, VA -- January 4, 2012 -- With Valentine's Day approaching, non-profit Dogs Deserve Better is asking for help from dog lovers in an unusual campaign which pairs Valentines created by schoolchildren with America's neglected, chained, and penned dogs.

And they need a whole lot of help this year, as the goal is to mail a Valentine and a brochure to caretakers of 18,000 chained or penned dogs!

Dogs Deserve Better, a national rescue and advocacy group dedicated to ending the suffering of chained and penned dogs, annually sends Valentines and treat coupons to canines in nearly every

state in the U.S. as well as Canada and around the world. The group includes a brochure for the dog's caretakers, encouraging them to bring their dogs into the home and family or to release the dogs to loving inside homes and families.



By the end of January, the group needs addresses and Valentines for their far-reaching goal of 18,000 perpetually-chained or penned dogs, as well as donations for mailing and coupons for dog treats or dog food.

"Winter is the best time to reach out to those who chain and pen their dogs, and Valentine's Day is the perfect opportunity to show these forgotten canines a little love," says Tamira Thayne, founder and director of the ten-year-old non-profit. "Every winter our rescuers see dogs that have frozen in the snow, suffered frostbite, or otherwise endured horrific living conditions because of the longstanding misperception that it is ok to chain a dog outside in any kind of weather."

"This is the perfect opportunity for people who see chained or penned dogs in their neighborhoods every day to make a difference," continues Thayne. "People can anonymously provide us with the addresses of these dogs, or mail us a batch of Valentines, and we'll do the rest."

The creation of the Valentines is an ideal project for schools, scouting troops, and other similar organizations. "Children love animals and they enjoy making art projects," says Thayne, an artist herself. "In this way we teach our children how to better care for the family companion, and we educate the recipients of the Valentines as to what a dog needs and wants."

Although the practice of 24/7 chaining is pervasive in many parts of the country, states and cities have started to pass laws against the practice. So far four states have passed limitations on chaining: California, Texas, Connecticut, and Nevada. Hundreds of cities and counties have passed limitations or flat-out bans.

Meanwhile, countless backyard dogs are spending yet another winter in the cold. Often, they shiver day

and night in hole-ridden doghouses, suffer thirst because their water is frozen, and pace neurotically from lack of exercise and attention. Perpetually chained dogs often become aggressive from their constant confinement, thereby posing a danger to people, especially small children.

For more information about the Valentine's Day outreach, go to <http://www.dogsdeservebetter.org/Valentines2012.html> or email info@dogsdeservebetter.org.

Valentines (sized at 4"x 8" max preferred due to postal regulations), addresses and donations for the campaign can be sent to: 1915 Moonlight Rd., Smithfield, Virginia. Dogs Deserve Better most recently acquired Vick's former Bad Newz Kennels. For general information about Dogs Deserve Better go to www.dogsdeservebetter.org.

END

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Note: For hi-resolution photos, please visit the site at
<http://www.dogsdeservebetter.org/Valentines2012.html>.