



F O R I M M E D I A T E R E L E A S E
DOGS DESERVE BETTER WINS FIRST PRIZE IN SECOND ANNUAL
ASPCA/CHASE PET PROTECTORS AWARD

Award Honors Animal Welfare Organizations & Shelters Across the
Country Excelling in Anti-Cruelty and Anti-Neglect Programming

(NEW YORK, NY) January 6, 2004 – The American Society for the Prevention of Cruelty to Animals (ASPCA) has awarded the Tipton, PA-based organization, Dogs Deserve Better (DDB), \$7,500 as the first-prize winner of the second annual 2003 ASPCA/Chase Pet Protectors Award. The contest, sponsored by the Home Equity division of Chase Home Finance, (Home Finance business of JPMorgan Chase & Co., NYSE: JPM.), was designed with the goal of learning more about progressive and innovative techniques that animal welfare organizations are using to protect our nation's pets against animal cruelty and neglect.

DDB is an organization working to provide dogs with more humane living conditions. Although the law in many cases states that owners need only to provide the barest essentials: adequate housing and a six-foot chain, DDB works tirelessly to educate the public with widespread campaigns discouraging continuous chaining and penning. Their current campaign motivates owners to unchain their dogs by sending Valentines and treats for the dog during Have a Heart for Chained Dogs Week. DDB also encourages good Samaritans to report individuals who chain or pen their dogs. DDB then educates these dog owners by sending literature that discusses the inherent cruelty in continuous chaining or penning.

“The ASPCA/Chase Pet Protectors Award serves as a wonderful opportunity for animal welfare organizations to be recognized for their hard work, share their experience and knowledge with other animal welfare professionals and receive funding to support their exceptional efforts to protect animals,” comments Julie Morris, Senior Vice President of the ASPCA National Shelter Outreach Program.

“Winning first prize for this award is a godsend to us,” comments DDB founder, Tammy Grimes. “It has legitimized and validated all of the work we’ve done this past year and a half and hopefully will bring us increased respect and appreciation both locally and nationally.” The organization plans to use the grant towards grassroots efforts including printing educational materials and posters. Area representation can be found in Arkansas, California, Colorado, Florida, Indiana, Maryland, Massachusetts, Michigan, Nebraska, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Texas and Washington. For more information about Dogs Deserve Better, visit www.dogsdeservebetter.com.

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