



FOR IMMEDIATE RELEASE

## **MUTT-I-GREES® - THE INITIATIVE, THE MOVEMENT & THE CURRICULUM**

*Millions of Animal Lovers Help To End Animal Cruelty*

PORT WASHINGTON, NY, May 30, 2012 – In 2009, North Shore Animal League America, the world’s largest no-kill animal rescue and adoption organization, created the Mutt-i-grees® Initiative to give a voice to the millions of shelter dogs in the United States, rally animal lovers to help end animal cruelty, and spread the message that adoption is the right choice. The Initiative has evolved into the Mutt-i-grees Movement. Today Mutt-i-grees includes all shelter pets – purebreds and mixed breeds; puppies, kittens, dogs, and cats. And while their individuality makes each of these Mutt-i-grees special, they all share a common need to find permanent and loving homes.

The Mutt-i-grees Movement reaches far and wide. It touches children in nearly 1,200 schools in 43 states who are sharing the joy of shelter animals through the Mutt-i-grees Curriculum – created in partnership with Yale University School of the 21<sup>st</sup> Century and graciously funded by The Cesar Millan Foundation. The Mutt-i-grees Curriculum – a unique approach to teaching children social, emotional and instinctual skills as well as highlighting the individual characteristics and needs of Mutt-i-grees – educates the next generation to be confident, caring and to make a difference in the lives of people, animals and the environment.

“Roughly 8-10 million animals enter shelters each year, and most are healthy, affectionate and beautiful. Those who chose to adopt a Mutt-i-gree have saved one of those lives,” said John Stevenson, President of NSALA. He added, “While NSALA practices a no-kill philosophy, many other shelters are forced to euthanize due to the lack of space and resources, resulting in approximately 4 million shelter pets unnecessarily dying each year, which makes shelter adoption the responsible choice.”

The Animal League has created a National Mutt-i-grees Registry for all adopters who have chosen to adopt a Mutt-i-gree and save a life. Each registrant receives an Official National Mutt-i-grees Registry Certificate and is added to the national database.

For more information on the Mutt-i-grees Movement please visit [www.animalleague.org/muttigrees](http://www.animalleague.org/muttigrees). For more information on the Mutt-i-grees Curriculum please visit <http://education.muttigrees.org/>. For more information on cat or dog adoption, or to find a local shelter to adopt your Mutt-i-gree, visit [www.animalleague.org](http://www.animalleague.org).

### **ABOUT THE MUTT-I-GREES® MOVEMENT**

The Mutt-i-grees® Movement generates awareness of the plight of shelter animals, elevates their status and reduces animal cruelty through education and innovative programs. An estimated 8,000,000-10,000,000 dogs, cats, puppies and kittens enter U.S. shelters annually, and tragically, over 4,000,000 of these wonderful animals are destroyed to control pet overpopulation. Millions of lives could be saved when potential pet parents make the simple choice to adopt a pet from a shelter or rescue group, instead of purchasing a pet from a pet store. You can find any type of healthy, vibrant and wonderful dog, cat, puppy

or kitten at a shelter near you. Become part of the Mutt-i-grees Movement by adopting a pet today. When you adopt a pet, you save a life and help reduce animal cruelty. Learn more at [www.animalleague.org/muttigrees](http://www.animalleague.org/muttigrees).

#### **ABOUT THE MUTT-I-GREES CURRICULUM**

The Mutt-i-grees Curriculum is an innovative program that builds on the affinity between children and animals, providing a unique context to teach compassion, empathy and social responsibility. Developed by the Yale School of the 21<sup>st</sup> Century in collaboration with North Shore Animal League America, and graciously funded by the Millan Foundation, the Curriculum highlights the unique characteristics and desirability of shelter dogs, known as Mutt-i-grees. Learn more at <http://education.muttigrees.org/>.

#### **ABOUT NORTH SHORE ANIMAL LEAGUE AMERICA**

The Animal League has saved more than 1,000,000 lives. As the world's largest no-kill rescue and adoption organization, we understand that a rescue isn't complete until each animal is placed into a loving home. Our innovative programs provide education to reduce animal cruelty and advance standards in animal welfare. Our staff and volunteers work tirelessly in the pursuit of our vision of a world where all companion animals find permanent homes to end euthanasia. For more information, visit [www.animalleague.org](http://www.animalleague.org).

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