



News release

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HOOTERS® for NOOTERS™

HOOTERS® of Grand Rapids and NOOTERS CLUB® target pet owners with reduced-cost, high-quality neuter services for male dogs and cats

Grand Rapids, MI, August 24, 2009 -- "An order of chicken wings and one dog or cat neuter, please!" That's what customers of **HOOTERS® of Grand Rapids** will be saying when the restaurant launches its **HOOTERS® for NOOTERS™** campaign to encourage pet owners to get their animals fixed.

HOOTERS® of Grand Rapids, NOOTERS CLUB® and C-SNIP have joined together to offer discounts on dog and cat sterilizations. **Beginning September 2**, pet owners who register their pets for two neuter clinics, to be held in September and October, pay only \$55 for male dogs and \$25 for male cats. **NOOTERS CLUB®** promotes pet spay and neuter around the United States through its whimsical cartoons and apparel. **C-SNIP** runs a high-quality reduced-cost spay and neuter clinic in Grand Rapids, MI.

The registered pets will be sterilized during two day-long neuter clinics on **Saturday, September 26 for dogs and Saturday, October 3 for cats**. The pets will be checked in at **HOOTERS®** by **HOOTERS Girls®** and transported to **C-SNIP** for sterilization by licensed veterinarians.

By offering the reduced-cost services, **HOOTERS® of Grand Rapids, NOOTERS CLUB® and C-SNIP** hope that more pet owners will act responsibly to help reduce overpopulation of unwanted and homeless pets. A main target is male pet owners who often avoid neutering male pets which, when left unsterilized, typically have more behavior problems as well as serious illnesses such as cancer.

To participate in the reduced-cost clinic, pet owners must register and pre-pay for their dog or cat at **HOOTERS® of Grand Rapids at 3835 28th St., S.E., on Wednesday evenings, from 5:30 p.m. to 7:30 p.m., September 2, 9, 16, 23 and 30**. They can also register by contacting **C-SNIP** at 616-455-8220.

Pet owners who register their pet will get:

- A significant savings on their pet's neuter (normally costs \$100 or more)
- Free transportation for their pet to and from the **C-SNIP** clinic
- Free breakfast buffet day of the neuter clinic
- A goodie bag filled with restaurant discounts, pet supplies and more

"We want to help pet owners in these tough economic times while calling attention to the problem of pet overpopulation," said **Hooters® of Grand Rapids General Manager Ross Dew**. "This is a great way to give back to our customers and to help the community."

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During September, **HOOTERS® of Grand Rapids invites all** customers to enjoy specially featured items such as boneless chicken wings and drinks like “Cat Nip” and “Nut Cracker” promoting the **HOOTERS® for NOOTERS™ campaign**. They can also purchase a special edition **NOOTERS CLUB®** t-shirt with part of the proceeds going to **C-SNIP**.

“**NOOTERS CLUB®** uses its light-hearted and whimsical cartoons to reach out to pet owners with a serious message,” says **NOOTERS CLUB® founder Linda Wasche**. “Each year in the U.S. millions of healthy pets are euthanized simply because there are too many. We are delighted to join with **Hooters®** to help bring our message to more pet owners.”

Animal welfare experts agree that sterilization is a critical first step in reducing the number of homeless and unwanted pets. Sterilized pets also tend to be healthier and live longer lives.

Reduced-cost, high quality spay and neuter clinics like **C-SNIP** are staffed with licensed veterinarians who are highly experienced in performing large volumes of pet sterilizations in a short period of time. All pets receive high quality care and monitoring while they are at the clinic.

“Sterilization saves lives since overpopulation is the single greatest killer of dogs and cats in the U.S.,” says **Pat Schoen, Executive Director of C-SNIP**. “For every human birth, 15 dogs and 45 cats are born. This event will help raise awareness of this growing problem.”

For more information, go to www.nootersclub.org or call 616-455-8220.

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