

# HOOTERS for NOOTERS special event for men

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“An order of chicken wings and one dog or cat neuter, please! That’s what the famous HOOTERS’ girls will be saying to their male customers in Grand Rapids, MI during September. It’s all part of a month long campaign to encourage men who are pet guardians to get their animals fixed.

The event, called HOOTERS for NOOTERS, is implementing two time-tested methods to motivate male pet owners into action: sexy women and finger food. The event also makes it easy and inexpensive for men to get their dogs and cats fixed.

HOOTERS for NOOTERS is a collaboration between three organizations: the Hooters Restaurant chain, the Nooters Club and the C-Snip spay and neuter clinic.

The idea for the event is the brainchild of Linda Wasche who began the [Nooters Club](#) to promote spay and neuter and responsible pet guardianship. They support themselves through the sale of whimsical apparel for pet lovers.

Wasche says, “We use light-hearted and whimsical cartoons to reach out to pet owners with a serious message. Each year in the U.S. millions of healthy pets are euthanized simply because there are too many.”

When Wasche learned that male pet owners were the least likely group to have their cats and dogs fixed, she decided to establish local events to target this segment of the population.

Beginning September 2nd, pet owners who purchase discounted vouchers will be able to schedule their male cats and dogs for sterilization during two day-long neuter clinics on either Saturday, September 26 for dogs or Saturday, October 3 for cats.

[C-SNIP](#) runs a high-quality reduced-cost spay and neuter clinic in Grand Rapids, MI. Their executive director Pat Schoen says, “For every human birth, 15 dogs and 45 cats are born. This event will help raise awareness of this growing problem.”

The [HOOTERS](#) restaurant chain with 450 locations is responsible for providing \$8 million in donations to communities since 1992.

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