



## For Immediate Release

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### Social Marketing

### NOOTERS CLUB™ LAUNCHES APPAREL LINE PROMOTING PET SPAY AND NEUTER AND NO MORE HOMELESS PETS

**For-profit company donates percent of sales to animal rescue groups;  
premiers at America's Family Pet Expo April 13 - 15**

**Costa Mesa, Calif., April 12, 2007** – **NOOTERS CLUB™** is using a series of whimsical cartoon characters to help reduce the number of homeless pets destroyed in our nation each year. The company is premiering its items at this year's **America's Family Pet Expo** at the Orange County Fair Grounds **April 13-15**.

The wide-eyed **NOOTERS CLUB™** dog, cat and rabbit with the capital O's as eyes provide a comical twist on a serious message that **NOOTERS CLUB™** hopes will inspire pet owners to get their pets fixed and save millions of lives each year. According to the **American Society for the Prevention of Cruelty to Animals (ASPCA)**, each year an estimated 5 to 9 million homeless dogs and cats are euthanized by shelters simply because they are unwanted.

**NOOTERS CLUB™** is donating a percent of sales to nonprofit spay and neuter programs. The company, which just launched a few months ago, has already made a contribution to **Oakland Pet Fund** in Michigan.

**NOOTERS CLUB™** t-shirts, sleep shirts, boxers, tote bags and other apparel items will be available for purchase at **Booth 1501** at **America's Family Pet Expo**.

"While we have made a great deal of progress in reducing the number of unwanted pets, there is still a long way to go," says **NOOTERS CLUB™** creator and president **Linda Wasche**. "Responsible pet guardianship is an important first step in becoming a No More Homeless Pets nation. **NOOTERS CLUB™** urges every pet owner to think about the possible consequences of having a pet that is not spayed or neutered."

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**NooterWear, Inc.**

## **NOOTERS CLUB™ PROMOTES NO MORE HOMELESS PETS - 2**

Animal welfare experts have long touted the many benefits of pet sterilization. In addition to population control, spayed and neutered dogs, cats and rabbits are healthier and have fewer behavior problems than pets that are not sterilized.

**NOOTERS CLUB™** apparel is being already used by animal shelters like **Oakland Pet Adoption Center** in Auburn Hills, Michigan to promote pet population control.

“Our staff proudly wear their **NOOTERS** to help raise awareness among our constituents,” says **Larry Obrecht**, executive director of **Oakland Pet Adoption Center** in Auburn Hills, Michigan. “The humor behind the t-shirts makes them a great ice-breaker and help us approach a serious topic in an upbeat way. We applaud **NOOTERS CLUB™** for putting its creativity and resources into such an important social issue.”

**NOOTERS CLUB™** items can be purchased on the company’s website at [www.nootersclub.org](http://www.nootersclub.org), or contact Wasche at [lindaw@nootersclub.org](mailto:lindaw@nootersclub.org) or 248-253-0300.

### **About President and Founder Linda Wasche**

**Wasche** is a long-time member of the animal rescue community. In her home state of Michigan, she co-founded Oakland Pet Fund, which provides collective resources to multiple rescue organizations. Wasche is creator and publisher of the pet lover e-newsletter **fur-e-tails™** and she writes a monthly marketing column for *Veterinary Economics* magazine. She also runs a feral cat trap- neuter-return program in her community. **Wasche** holds an MA and MBA, and is a former PR firm executive and college professor who now owns and operates her own marketing firm, LW Marketworks, Inc.

### **About NOOTERS CLUB™**

**NOOTERS CLUB™** is a brand of Nooterwear, Inc., based in Bloomfield Hills, Michigan. The company sells apparel and gift items imprinted with a series of whimsical cartoon characters and slogans promoting pet spay and neuter. **NOOTERS CLUB™** also offers complete marketing programs, wholesale pricing and custom orders to veterinary clinics, retailers and nonprofit organizations. The company donates a part of its proceeds to nonprofit spay and neuter programs.

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