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For Immediate Release

Nooters Club® Introduces *NEW Prevent Littering Tote Bags* Remind Us to Stop Pet Overpopulation, Protect the Environment

Bags Premier at America's Family Pet Expo April 11-13

Costa Mesa, Calif., March 25, 2008-- **NOOTERS CLUB®** apparel & gifts, which promotes pet spay and neuter through its whimsical cartoons and characters, is introducing a **NEW shopping tote bag** to remind people to do their part to stop pet overpopulation and be kind to the environment as well. The shopping totes will premier at **America's Family Pet Expo, at booth 1504**, in Costa Mesa, California, April 11-13, 2008.

The shopping totes feature the **NOOTERS CLUB® Prevent Littering** slogan surrounded by cartoon puppies or kittens. The intent is to draw attention to pet overpopulation and send a message to prevent unwanted litters from being born. The double entendre also reminds shoppers to use the handy totes instead of disposable shopping bags that fill U.S. landfills.

The natural-colored cotton canvas shopping totes are available in either dog or cat designs for \$8 exclusively at the Expo. If they become popular, they be added to the company's on-line store at www.nootersclub.org.

NOOTERS CLUB® designs and produces a variety of t-shirts, nightshirts, boxers and other apparel & gifts all promoting pet spay and neuter and responsible pet ownership through the company's whimsical sayings and cartoons. The company is based in Bloomfield Hills, Michigan. A part of proceeds goes to rescue organization spray and neuter efforts.

"Our new shopping totes join our other **NOOTERS CLUB®** products in promoting pet spay and neuter," says **Linda Wasche, president of Nooterwear, Inc.** creators of the **NOOTERS CLUB®** brand. "Stopping pet overpopulation is the first step in reducing the euthanasia of healthy dogs, cats other pets. We hope we can get more people to think about what will happen to that litter of puppies or kittens when they don't find homes."

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Wasche is a long-time member of the animal rescue community. In her home state of Michigan, she co-founded Oakland Pet Fund, which is working to reduce euthanasia, increase spay and neuter and make Oakland County, Michigan one of the state's few no-kill counties. Wasche is creator and publisher of the pet lover e-newsletter *fur-e-tails*[™] and 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.

Purchase **NOOTERS CLUB®** apparel & gifts at America's Family Pet Expo and at www.nootersclub.org. **NOOTERS CLUB®** also offers fundraising support to nonprofit organizations and marketing and promotional programs to veterinarians and pet products retailers. Email Wasche at lindaw@nootersclub.org or call 248-253-0300.

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