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For Immediate Release

NEW Nooters Club® Apparel & Gifts Reminds Pet Owners Get Your Pets Neutered

Company to Appear at America's Family Pet Expo Apr. 11-13

Costa Mesa, Calif., March 25, 2008-- The wide-eyed 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. The new company, based in Bloomfield Hills, Mich., will be at the **2008 America's Family Pet Expo, booth 1504**, in Costa, Mesa, Calif. April 11-13.

NOOTERS CLUB® t-shirts, nightshirts, boxers, tote bags and other apparel & gifts feature a variety of light-hearted dog, cat and rabbit cartoons proclaiming "My pet's a member," "My dog stops at heavy petting" and other **NOOTERS CLUB®** sayings.

Through its clever cartoons, **NOOTERS CLUB®** wants to send a serious message to make a difference in the lives of homeless pets. According to recent statistics, an estimated 4 million homeless dogs and cats are euthanized each year by animal shelters in the United States due to pet overpopulation.

One goal of **NOOTERS CLUB®** is to help raise public awareness about the importance of getting pets spayed and neutered. Another is to help rescue organizations spay and neuter more pets by contributing a part of its proceeds to such groups. To date, the company has donated nearly \$30,000 to nonprofit animal rescue organizations.

At this year's **America's Family Pet Expo**, **NOOTERS CLUB®** will donate all proceeds from its window decal sales at the show to the **Linda Blair WorldHeart Foundation** in California.

"**NOOTERS CLUB®** sends a light-hearted message about a very serious issue," says **Linda Wasche, president of Nooterwear, Inc., creators of the NOOTERS CLUB® brand.** "Our nation's shelters are overcrowded with puppies and kittens that will never find homes, so preventing more from being born is essential to solving the problem. "**NOOTERS CLUB®** attempts to draw attention to this message in an entertaining way that we hope will get people's attention."

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NooterWear, Inc.

NOOTERS CLUB® PROMOTES SPAY & NEUTER – 2

Customers include **Oakland Pet Adoption Center** in Auburn Hills, Michigan, which uses **NOOTERS CLUB®** t-shirts to promote spay and neuter among shelter visitors and regional retailers such as **Pet Supplies Plus** that sell **NOOTERS CLUB®** tote bags at select stores as a shopper incentive.

“Our staff proudly wear their **NOOTERS CLUB®** t-shirts 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.”

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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