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Nooters Club apparel teams with Pet Supplies Plus store to promote pet population control

The wide-eyed dog, cat and rabbit with the capital O's as eyes provide a comical twist on a serious message that NooterWear, Inc., creators of the Nooters Club brand, and the Bloomfield Hills Pet Supplies Plus store are hoping will get pet owners' attention.



The store is launching two promotions that will reward pet owners who show their support for pet population control through spay and neuter. "Show us your Nooters," gives customers who purchase a Nooters Club T-shirt or pet bandana 10 percent off all purchases each Wednesday. A second promotion, directed to customers with a new holiday puppy or kitten, will run in January 2007 and will present a free Nooters Club T-shirt to anyone showing documentation that their pet has been fixed.

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 simply because they are unwanted.

NooterWear, Inc., which is based in Bloomfield Hills and began operating in August 2006, is hoping to encourage people to spay and neuter their pets as a means of reducing pet overpopulation with the launch of Nooters Club apparel and gifts. Current items include T-shirts, tote bags, pet bandanas, nightshirts and boxers. The line is quickly expanding to include sweatshirts, tank tops and pet apparel.

A percent of proceeds will go to fund spay and neuter programs starting with Oakland Pet Fund.

"Nearly 10,000 animals are euthanized annually in Oakland County, said Deborah Schutt chairperson of Oakland Pet Fund. "Spay and neuter is the most effective way of eliminating unwanted births and also provides health benefits that we would hope every pet guardian would want to provide to their pet. We applaud Nooters Club and the Bloomfield Hills Pet Supplies Plus for their efforts to get the message out."

Nooters Club products are being sold at the Bloomfield Hills Pet Supplies Plus and through the company's website at www.nootersclub.org.