



News Release

For Immediate Release

Michigan Family Pet Expo, Novi, MI

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Metro Detroit NOOTERS CLUB® promotes pet spay & neuter with whimsical cartoons, apparel at Michigan Family Pet Expo Rock Financial Showplace, Novi, MI, Nov. 20-22

Novi, MI, Nov 2, 2009 -- The wide-eyed dog, cat and rabbit with the capital O's as eyes provide a comical twist on a serious message that the Michigan-based **NOOTERS CLUB®** hopes will inspire pet owners to get their pets fixed and save millions of lives each year. The company, which sells t-shirts, sleep shirts, boxers, tote bags and other apparel and gifts will be in booth 612 at **Michigan Family Pet Expo Friday, November 20 through Sunday, November 22, 2009 at Rock Financial Showplace in Novi, Michigan.**

Michigan Pet Expo, Michigan's largest and most attended pet-lover event, will feature hundreds of vendors from all over the U.S. with everything from gourmet pet food and treats to fancy pet clothing to services to keep your pooch or kitty happy and healthy.

NOOTERS CLUB®, a brand of Nooterwear, Inc., is a Sylvan Lake, Michigan company that wants to make a difference in the lives of homeless pets by raising awareness of the importance of spay and neuter and by donating a part of its proceeds to nonprofit spay and neuter programs. According to the American Society for the Prevention of Cruelty to Animals (ASPCA), more than 3.7 million homeless dogs and cats will be euthanized this year by U.S. shelters simply because there is not enough room.

"Our products send a light-hearted message about a very serious issue," says NOOTERS CLUB creator and president Linda Wasche. "Our nation's shelters are overcrowded with dogs, cats, 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."

NOOTERS CLUB® items feature a variety of light-hearted dog, cat and rabbit cartoons along with humorous and thought-provoking sayings like "My dog stops at heavy petting®" and "Prevent littering®." The products are sold at expos like Michigan Family Pet Expo and the upcoming at Great American Pet Expo at Navy Pier in Chicago in November and Twin Cities Pet Expo in Minneapolis in March 2010, as well as in select Pet Supplies Plus stores and online at www.nootersclub.org. NOOTERS CLUB® recently began collaborating with Hooters® restaurants in a series of events to reach customers with its pet spay and neuter message.

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NOOTERS CLUB at Michigan Family Pet Expo - 2

Wasche is a long-time member of the animal rescue community. She co-founded Oakland Pet Fund (now Michigan Pet Fund Alliance), which is working to make Michigan a no-kill state and 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 has owned and operated her own marketing firm for 16 years.

Michigan Family Pet Expo sponsors and partners include Pet Supplies Plus, Wellness Natural Foods and Treats for Pets, Nooters Club®, Michigan Veterinary Medical Association, Holistic Select and Staybridge Suites. The Expo is expected to draw thousands of pet lovers. Show hours are 11 a.m. to 6 p.m., Friday, November 20; 9 a.m. to 8 p.m., Saturday, November 21; and 10 a.m. to 5 p.m., Sunday, November 22. Admission is \$9 for adults and \$5 for children (ages 3-12). Parking is \$5. Get \$1 off regular adult admission by visiting www.PetMichigan.com or by bringing a can or bag of pet food to the show. Food donations benefit local shelters and rescue groups. *(One discount offer per adult, offers cannot be combined.)*

Rock Financial Showplace is at 46100 Grand River, close to the I-696 Expressway, in Novi, MI. Michigan Family Pet Expo is produced by Tower Show Productions of Glen Ellyn, ILL. For more information, go to www.petmichigan.com.

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