

## 6/26: HOOTERS for NOOTERS®! (Hooters of Lakewood, Denver, Westminster)

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"HOOTERS for NOOTERS®" Launches in Denver

Clinic teams up with popular restaurant chain to promote spaying/neutering among men

Denver -- March, 2011 -- Beer, girls, free wings and . . .neuters? That's what HOOTERS and the Downtown Animal Care Center (DACC) believe will be a winning combination as they team up to fight pet overpopulation in the Denver-metro area. HOOTERS, DACC and NOOTERS Club® have teamed up to create, "HOOTERS for NOOTERS®" in Denver in an effort to reach out to men who are least likely to get their dogs neutered. (NOOTERS® and NOOTERS Club® are registered trademarks of Nooterwear, inc.)

"A lot of men still believe that neutering their dogs will take away a dog's maleness," said DACC Director Colleen McManus. "But a neutered dog lives a longer, healthier life, they're less likely to stray, they're more obedient and of course it helps reduce the number of homeless pets in Denver, which saves taxpayers money."

The campaign, launched Monday, March 14, 2011, involves all four metro-area HOOTERS locations and offers free food and merchandise for anyone getting their dog spayed or neutered through "HOOTERS for NOOTERS®." Participants simply register for a spay or neuter saying, "I'm a part of 'NOOTER NATION,'" and once the procedure is done, they receive a coupon for ten free boneless wings from HOOTERS when they purchase ten boneless wings. DACC and HOOTERS are also offering other items such as "NOOTER NATION" t-shirts, pet store discounts and other free items.

DACC, a full-service veterinary clinic in the heart of downtown Denver, made men a focus of their latest spay/neuter campaign after a recent PetSmart study showed that men between 25 and 50 were among the least likely to get their pets, particularly their dogs, spayed or neutered.

"We fully support this effort," said Claire Schmalstieg, Communications Director for participating HOOTERS stores. "Pet overpopulation is a real problem and we are eager to help spread the word about spaying and neutering and reduce the number of homeless pets. This is a great campaign and one we believe will be very effective."

The first stage of the campaign runs through May 31, 2011 and will feature appearances at the Downtown Animal Care Center by HOOTERS girls to meet with men bringing their pets in for spays or neuters.

Previous "HOOTERS for NOOTERS®" campaigns in California, Virginia and Utah were extremely successful, according to Schmalstieg and both DACC and HOOTERS expect the same for the first ever "HOOTERS for NOOTERS®" Denver effort.

McManus, Schmalstieg as well as HOOTERS girls are available for interviews at any time.

About the Downtown Animal Care Center:

DACC is a full-service, affordable veterinary clinic operating in the heart of downtown Denver. Located directly next to MAXFUND, behind West High School, DACC offers the best pet care in the metro-area at the lowest possible prices. The doctors on staff at DACC have over 100 years of combined experience in treating and caring for pets of all sizes. DACC also offers the best pet orthopedic care in Colorado and offers low-cost vaccination clinics every Sunday. In business in Colorado for nearly 30 years, DACC is Denver's source for quality, affordable pet health care.

About HOOTERS:

HOOTERS, is a nationally-recognized restaurant brand, in business for over 20 years dedicated to providing a family of hospitality and services that achieves excellence and enhances lifestyles of all who come in contact with the Hooters brand. HOOTERS is committed to providing an environment of employee growth and development in an effort to provide every guest a unique, entertaining dining experience in a fun and casual atmosphere delivered by attractive, vivacious Hooters Girls while making positive contributions to the local communities in which HOOTERS operates.

About NOOTERS® and NOOTERS Club®

NOOTERS® and NOOTERS Club® brands include a series of light-hearted dog, cat and rabbit cartoons appearing on a variety of apparel and gift items promoting pet spay and neuter and responsible pet guardianship. The company donates a large part of its proceeds to animal rescue groups and spay/neuter funds. NOOTERS Club® items are sold at pet expos and at [www.nootersclub.org](http://www.nootersclub.org). NOOTERS Club® also publishes a comprehensive directory of low-cost spay/neuter clinics around the U.S.

- Location: Hooters of Lakewood, Denver, Westminster
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