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How do you get men to spay, neuter their dogs? Try free beer, hot wings and Hooters girls

By [John Davidson](#)

Statistics show that men are notoriously reluctant to get their dogs fixed, despite the widely recognized benefits of the surgery.

Most men own male dogs and it seems guys are afraid that neutering them will take away Fido's masculinity.

How do you overcome that?

The solution of one Denver veterinary clinic is to go where the men are and offer them beer, hot wings and girls in skimpy outfits.

That's the logic behind "Hooters for Nooters," which has been launched in the four Denver area Hooters restaurants.

The goal, says spokesman Chris Gallegos, is to do 1,000 spays and neuters by the end of summer by going after the male demographic.

Teaming up with Hooters – which has done the program previously in other states – is the [Downtown Animal Care Center](#) (DACC), a low-cost provider of spays and neuters.

DACC chose to focus on men 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 just decided to go where the men are to get the message out," said Colleen McManus, DACC practice manager.

"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," McManus says,

According to the [Animal Assistance Foundation](#), a Denver-based animal welfare umbrella group, homeless pets costs Denver taxpayers over \$5 million annually. McManus says.

Claire Schmalstieg, communications director for participating Hooters outlets ([Lakewood, Denver, Westminster, Parker](#)), says many Hooters employees have pets and the Hooters girls in particular are enthusiastic about the project.

"When a Hooters girl gets involved, things really get going," Schmalstieg says. And besides, she adds, Hooters has a long record of helping community groups.

"Pet overpopulation is a very real problem and we are eager to help spread the word about spaying and neutering and reduce the number of homeless pets," Schmalstieg says.

Hooters for Nooters is the latest effort by Denver area animal welfare groups to try non-traditional ways to get people to spay and neuter their pets.

Another is the "Nurse Nancy" program, which is trying to reach 18-35-year-olds via social media and persuade them to get surgeries for their pets. The same PetSmart study cited in the current effort has identified members of this age group as being least likely to get their pets fixed.

DACC is a for-profit veterinary clinic that keeps its spay/neuter prices low by handling a high volume of work, McManus says. It is supported by a non-profit foundation that raises money to enable DACC to give dollar-for-dollar discounts to low-income people.

The four Hooters restaurants are promoting the drive with literature placed on tables. The campaign offers free food and merchandise for anyone getting their dog spayed or neutered through the program.

The campaign's big event will be June 26 at the restaurant at Sixth in Kipling in Lakewood, Gallegos says. Denver rock radio station KBPI-106.7 has signed on as a co-sponsor and station personalities will be present to play music.

"From 1 to 3 p.m. Hooters girls will wash cars," Gallegos said. "DACC will sign up for spays and neuters right there. If people buy one paid beer they'll get one free. And there will be buy one, get one wings. And giveaways."

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Photo supplied by Hooters

Hooters girls will help the drive to spay and neuter pets