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Chicago Transit Authority Buses to Carry The Puppy Mill Project Ads!

Strategy is to create awareness of the connection between puppy mills and pet stores.

FOR IMMEDIATE RELEASE

PRLog (Press Release) - Jul 20, 2010 - Chicago, IL.... In a few weeks bus riders, motorists, and pedestrians from Wacker Drive to Evanston will see a Puppy Mill Project ad on the back of CTA buses running the North Park Garage Route.

According to Cari Meyers founder of The Puppy Mills Project her organization made a commitment to a two month purchase for the ad.

The ad will span the taillight ad space on the back of the buses that will carry it. It features two pictures: One is of a cute, fluffy puppy and the other is of a disheveled, adult dog in the cage.



This ad will help educate people about puppy mills

The copy and headline read, " LOVE DOGS? Then never buy a puppy from a pet store... chances are this is her mother that is left behind in a puppy mill. LEARN THE TRUTH www.thepupymillproject.org."

Meyers explains, "The purpose of the campaign is to raise awareness of the connection between puppy mills and most pet stores." She continues by saying Puppy Mills are canine hell, especially for the female dogs that are kept in tiny cages all their lives producing two or more litters a year."

Frequently, these breeder dogs are put down when they can no longer produce puppies. Meanwhile, consumers are running the risk of purchasing seemingly healthy puppies that may have serious disease or genetic problems.

There have been many television shows such as OPRAH as well as online articles such as the moving http://hubpages.com/hub/Maxines-Story describing the horrors of puppy mills.

The ad was designed by Christine Sanderson who studied design in Italy. She is president of LeThrift, an online consignment shop (www.lethrift.com). Sanderson says, "When I learned about the bus ads I was only too happy to use my design capability to help The Puppy Mill Project spread the word."

The Puppy Mill Project is an Illinois 501(c)3 registered charity and was created in September of 2009 by Cari Meyers. The organization is a leader in the fight against puppy mills and the pet shops whose puppies originate from puppy mills.

One of the organization's primary missions is educating the public about what puppy mills really are and the direct connection to the pet stores, the internet ads and the newspaper ads that sell these puppies that come these mass producers of puppies.."

The organization also rescues dogs from puppy mills that are going to be put down as well lead protests such as the one it held July 17 against Collar and Leash Pet Boutique on N. Wells Street in Chicago.

The Puppy Mill Project supports state and federal legislation that protects dogs from the inhumane treatment they receive in puppy mills. Along with many community events they also organize demonstrations against businesses that sell puppy mill dogs. The organization's website is: www.thepupymillproject.org

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