

## Pet Adoption

**Campaign Sponsor:**                      **The Humane Society of the United States  
Maddie's Fund**

**Volunteer Advertising Agency:**    **Draftfcb, Chicago**

### **BACKGROUND:**

According to The Humane Society of the United States, of the eight million pets that enter animal shelters and rescue groups every year, approximately three million of these healthy and treatable pets are euthanized due to a lack of adoption. While there has been steady progress on the issue (the number of animals put down was approximately 24 million in the 1970s), the continued euthanasia of our best friends and family members is a national tragedy.

The euthanasia of pets by animal shelters and animal control agencies comes at an enormous moral and economic cost. Each year public and private agencies spend hundreds of millions of dollars on animal care. Increasing the adoption rate would diminish labor, feeding, and physical infrastructure costs.

Adopting a pet is a life-changing and enriching experience. When adopting a pet, people are obtaining companions that give them unconditional love, affection, and attention. Adopting a pet from a shelter not only saves an animal's life, but is also good for our own well-being as research shows that owning a pet has many positive psychological and physical health benefits. The animals rescued from shelters know you've saved their lives, and they typically treat their rescuers with lifelong loyalty and affection.

### **CAMPAIGN OBJECTIVES:**

- To eliminate the stereotype that there is something wrong with shelter pets.
- To make shelters the first choice and desired way for acquiring a companion animal.
- To increase the rate of animals adopted from shelters.

### **TARGET AUDIENCE:**

- Primary: The "Swing Voter." These are the approximately 17 million individuals who will be acquiring a pet within the next year, but remain undecided on where they will acquire their pet from.
- Secondary: Pro-adoption advocates

### **DID YOU KNOW?**

- Of the 8 million pets that enter animal shelters each year, between 3 and 4 million healthy and treatable pets are euthanized each year in shelters.
- Each year approximately 4 million pets are adopted.
- It is estimated that 17 million people plan on acquiring a pet within the next year.
- In its 60 year history this is the first non-human focused issue that the Ad Council has worked on.

### **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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