



THE HUMANE SOCIETY
OF THE UNITED STATES

Celebrating Animals | Confronting Cruelty

humanesociety.org

The Puppy Friendly Pet Stores program

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Puppy Friendly Pet Stores

WE  **PUPPIES**
THAT'S WHY WE DON'T SELL THEM!

Many pet stores that do sell puppies are propping up puppy mills, which churn out huge numbers of dogs under inhumane conditions. Likewise, a consumer who purchases one of these puppies just pumps more money back into the abusive trade.

We have signed The Humane Society of the United States Puppy-Friendly Pet Stores pledge. We don't support puppy mills, and we hope you won't either. For information about how to find a dog who doesn't come from one of these cruel factories, visit humanesociety.org/puppy



PLEASE SUPPORT
YOUR LOCAL SHELTER



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- More than 2,200 pet stores across the nation, in all 50 states, have an official policy of not selling puppies.
- Great exposure for the stores.
- Store pledges to help shelter pets.
- Welcome packages supplied to each new PFPS.



Benefits of our PFPS program:

- Increased name recognition for the store.
- Consumer loyalty, financial support, word-of-mouth outreach, and repeat visitors.
- Stronger community ties thanks to a pet store's partnership with the local animal shelter(s).
- A free listing for each store on HSUS's PFPS web page and in other media.
- A free listing through our phone texting application so shoppers can find a PFPS from anywhere.





Ways we might help a store:

- Free, customized guidance through the entire process.
- Answers to questions about the benefits of providing adoptable animals.
- Advice from other store owners who have already converted to a more humane model.
- Help finding animal shelters near your area to establish/build partnerships.
- Publicity for your conversion via a grand reopening (includes media advisories, posts on social media outlets, a ribbon-cutting ceremony, free t-shirts, invitations to local celebrities and more).





What You Can Do:

- Encourage local pet stores to become puppy-friendly.
- Find out who your lawmakers are and ask them to help in passing a **retail sales ban!**
- Never **buy** a puppy from a pet store or online; always consider **adoption** first.
- Use social media networking via Twitter and Facebook pages to spread the word.

