# Letter of invitation: Puppy-friendly pet store program

Dear pet store owner/manager,

The Humane Society of the United States invites you to sign the puppy-friendly pet store pledge. Pet stores that sign the pledge agree to discontinue selling puppies or to "make official" their practice of not selling puppies.

#### Why sign?

Recent public awareness about puppy mills, combined with tough economic times, have made puppy sales less profitable for stores nationwide. Puppies often spend months in small pet store cages, causing customers concern and leading to difficulties selling older puppies who are rapidly outgrowing their cages. Meanwhile, across the nation, millions of dogs and cats are euthanized each year for lack of homes. Your store can be part of a humane change in your community, while also garnering free exposure for your store, attracting new humane-minded shoppers and increasing consumer loyalty.

### **Puppy-friendly pet stores:**

- Do not sell puppies, but might use the space in their store to showcase pets for adoption from local shelters or nonprofit rescue groups.
- Help educate the public about humane sources for getting a puppy (free flyers provided).
- Say goodbye to the cost, inconvenience and expense of providing daily care for young puppies in a retail environment.

#### How will my store benefit from the program?

- 1. When you sign and return the pledge, your store's name, address and website will be listed on the HSUS website, which is visited by thousands of pet lovers every week.
- 2. The HSUS will provide a free eye-catching sign to hang in your store to promote your humane choice.
- 3. Stores that cease selling puppies entirely may receive publicity in the form of official HSUS social media or press outreach to applaud their humane change and bring new customers to the store.
- 4. All stores that sign the pledge will receive a welcome packet that includes free materials for your customers to help them find puppies from humane sources.
- 5. Your store can be seen as a hero in your community by pledging to work with shelters to increase their adoption programs, generating community goodwill.
- 6. The HSUS will conduct an outreach and awareness campaign to lead pet lovers to shop at stores from the list of puppy-friendly pet stores.



## FREQUENT QUESTIONS

## May a store sign up if they sell puppies from local breeders?

Due to the impossibility of screening all breeders, the program is open only to stores that do not sell puppies.

## May a store sign up if they sell puppies from local shelters or rescue groups?

Because this program is open only to stores that do not sell puppies, a store selling rescue animals would not qualify. If the store hosts adoption events for rescue groups or shelters, they do quality.

# How does my store sign up?

Please sign the pledge and email it to the address below to receive your free welcome packet. Any questions can also be sent to the email address below. There is absolutely no cost to you for joining, and thousands of pet lovers will be made aware of your humane decision. Thank you.

