



## FOR IMMEDIATE RELEASE TO THE PRESS

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### NONPROFIT AUCTIONS NAMING RIGHTS SPONSORSHIP ON EBAY FOR UNUSUAL "REALITY-TV STYLE" CONTEST

**15 People Will Live Chained to Doghouses Until Only One Remains—  
Who Wins New Car and Brings Awareness for Dog Chaining Issue**

Altoona, PA—Dogs Deserve Better, a nonprofit working to bring dogs into the home and family, is auctioning off naming rights sponsorship on eBay for its Chain Off Contest through April 29, 2006. **The winning bidder will gain the right to use it's name and company logo as part of all contest advertising materials—in an event where the contestants are human, yet live as dogs!**

The group is raising awareness for chained and penned dogs through a very unique, "reality-TV style" contest: **15 people will live chained to doghouses for a period of up to two weeks in order to win the prize of a BRAND NEW CAR.** The contest will take place starting July 1-4, 2006, and will be held in the Altoona, Pennsylvania area, or an alternate location chosen by the winning sponsorship bidder.

Tammy S. Grimes, founder of Dogs Deserve Better, states, **"In today's world of reality TV, this is an exceptional way to bring awareness for this issue.** Having lived chained to a doghouse for 33 hours over the 4th of July in both 2004 and 2005, I know it's no easy feat; I believe our contestants and the world will gain a greater understanding of what it's like to spend time as a chained dog."

The organization and it's Mothers Against Dog Chaining initiative work to protect the lives of both dogs and children. Says Grimes, "From October 2003 through April 2006, there have been at least 78 children killed or seriously injured by chained dogs in the United States. Our work serves to bring to light the grave dangers facing our children and dogs. **I have pledged to stay chained for the entire contest this year to underline my commitment to this issue, the nation's children, and the nation's dogs."**

The organization is seeking eligible U.S. contestants who live with a chained dog, will play on behalf of a chained dog living near them, or live with a rescued dog as part of the family.

**Visit the website at [www.dogsdeservebetter.org](http://www.dogsdeservebetter.org) for photos, links to the eBay auction, sponsorship information, flyers for the contest, and application forms for contestants.**

Dogs Deserve Better is a 501c3 nonprofit organization headquartered in Tipton, Pennsylvania, is the 2003 First Place Winner of the ASPCA Pet Protector Award, and currently has 125 area reps in 30 states as well as 3 in Canada.