



F O R I M M E D I A T E R E L E A S E
DOGS DESERVE BETTER LAUNCHES 2004 POSTER AND BILLBOARD CAMPAIGN

Posters Feature President Bush with Spot /
Jesus Holding a Chained Dog, Tear Rolling Down his Cheek

(TIPTON, PA) April 4, 2004 – Dogs Deserve Better, 2003 First Prize Winner of the ASPCA/Chase Pet Protector Award, has launched its 2004 Poster and Billboard Campaign.

The Dogs Deserve Better 2004 poster campaign hits three aspects of its chained dog awareness efforts: **legislation, moral obligation** and responsibility, and **humane education** and emotional needs.

Founder of Dogs Deserve Better Tammy Grimes explains: “In our legislation poster, we go straight to the top with a request to **President Bush to pass a national ‘No Chains’ law**. This poster, with art donated by Rocky Shephard, depicts President Bush with his recently-deceased dog Spot. Spot looks up at the President and asks him to help his brethren, who never got the chance at a happy life, by passing a national ‘No Chains’ law. Photos of Spot's chained comrades are shown circling the illustration, one dog too big for his ‘truck cap home’ on the frozen earth beneath.”

This poster will be sent to President Bush with signatures from a currently running petition.

On the moral front, Dogs Deserve Better joins the WWJD craze that has swept the nation. “What Would Jesus Do? **Would Jesus Chain His Dogs?**” Grimes clarifies, “Jesus was a kind and loving man, whose dogs would have been companions to him, NOT chained out back and ignored.” Jesus is depicted as in the famed painting with the lambs, only now he holds a chained dog, a tear rolling down his cheek. A sea of chained dogs plead for help at his feet.

The final poster brings to light the emotional connection between man and dog. Shephard illustrates a man hugging his dog, and it simply states that Dogs Deserve Better than life on a chain or in a pen with a call to action to bring them into the home and family. This poster would be great for **humane education classrooms** and anywhere a simple statement is needed.

A colorful billboard based on this concept is also available to any community which can raise funds to display the work. Dogs Deserve Better hopes to donate the artwork and \$100 to help any group or citizens who can raise the money to display it.

For more details, call Tammy Grimes at 1.877.636.1408 or visit the site at www.dogsdeservebetter.com.

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