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GROUP SEEKS TO PAIR 12,500 VALENTINES WITH DOGS ACROSS THE U.S. IN "HAVE A HEART FOR CHAINED DOGS" CAMPAIGN

NEEDS ELEMENTARY SCHOOL STUDENTS, CLUBS, GROUPS, AND INDIVIDUALS TO MAKE VALENTINES AS WELL AS ADDRESSES OF CHAINED DOGS NATIONWIDE

Tipton, PA -- January 06, 2009 -- As Valentine's Day approaches, non-profit organization Dogs Deserve Better is asking for help from dog lovers nationwide in a direct mail outreach campaign which pairs Valentines created by schoolchildren with America's chained dogs.

Dogs Deserve Better, a national rescue and advocacy group dedicated to ending the suffering of perpetually chained dogs, annually sends Valentines and dog treat coupons to chained canines across the country during its Have a Heart for Chained Dogs Week, February 7-14.

The group includes a brochure for the dog's caretakers, explaining why the antiquated practice of chaining dogs for their lives is a form of neglect. The materials encourage people to bring their dogs into the home and family or to find better homes for the animals. Last year's campaign reached 10,435 dogs.

By the end of January, the group needs 12,500 Valentines to pair with addresses for chained and penned dogs. Each Valentine should measure no more than 4"x8.5" so that it readily fits into a mailing envelope. They also need addresses of chained dogs in rural, city, and suburban areas to pair with the Valentine.

"The creation of the Valentines is an ideal project for schools, scouting troops, and other similar organizations because children have a natural love for animals and enjoy making art projects," says founder Tamira Thayne. "But without addresses to mail them to, we cannot reach our target audience, so finding and contributing those address tips of chained or penned dogs near you via our website is crucial."

Although the practice of 24/7 chaining is pervasive in many parts of the country, especially in rural areas, states and cities have started to pass laws against the practice. California passed a law in 2006 and Texas followed suit in 2007. Hundreds of cities have passed, or are considering, similar legislation.

Meanwhile, countless "backyard dogs" are spending yet another winter in the cold. Often, they shiver day and night in leaky, uninsulated doghouses, suffer from thirst because their water is frozen, and pace neurotically from lack of exercise and attention.

Dogs Deserve Better provides a variety of services to people who agree to take their dogs off their chains, including providing help with socialization, housetraining, and fencing.

For more information about the Valentine's Day outreach, go to <http://www.dogsdeservebetter.org/Valentines2009.html> or email info@dogsdeservebetter.org. Valentines, addresses and donations can be sent to: P.O. Box 23, Tipton, Pennsylvania 16684. For general information about Dogs Deserve Better go to www.dogsdeservebetter.org.

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Note: For hi-resolution photos, please visit the site at <http://www.dogsdeservebetter.org/Valentines2009.html>.