

The Shelter Pet Project - #AdoptPureLove
Quote Addendum

Kitty Block, CEO and President, the Humane Society of the United States:

“There are millions of pets at shelters and rescues across the country who are looking for loving homes,” said Kitty Block, president and CEO of the Humane Society of the United States. “Whether you’re looking for a couch potato or a running partner, a tabby kitten or older calico, there’s a pet waiting in a shelter for you whose life you will change, and in return, they will change yours.”

Amy Zeifang, Executive Leadership Team, Maddie’s Fund®:

“We hope people across the country will be motivated by the uplifting stories presented in this new campaign,” said Amy Zeifang, Maddie’s Fund Executive Leadership Team. “The bonds between people and their pets are incredible and these stories convey the unconditional love and support which as we know, can start a revolution.”

Lisa Sherman, President and CEO, the Ad Council:

“We’re thrilled that Olivia, Rachel and Logan have joined the Shelter Pet Project by sharing their heartwarming stories about their beloved four-legged family members,” said Lisa Sherman, president and CEO of the Ad Council. “The goal of The Shelter Pet Project has always been to encourage animal lovers to adopt shelter pets. The #AdoptPureLove campaign pulls at your heartstrings by celebrating the new personality, adorable traits and unconditional love an adopted shelter pet will bring home to you and your family.”

Rik Mistry, Strategy Director, J. Walter Thompson New York:

“It’s a privilege to apply ones craft to great causes like the Shelter Pet Project, especially one where you are directly impacting millions of lives across the country. Having scratched the surface in our previous campaign to demonstrate that shelters and rescues are where stories start not end, we wanted our ‘second album’ to go deeper in to the stories of people and their adopted pets to really show the unique bond and unconditional love that adopting a pet can bring to your home.”