

Media release
For immediate release
Tuesday, 9 November 2010



She's cute but she's old...so please put her down

Shelly is a 9 year old Mini Foxy– which is just over 60 in human terms. She was picked up by council rangers who duly contacted her owners. They opted to have her put down rather than pay a hundred dollars in pound fees.

Shelly's only crime is that she is past her prime – not young enough to be worth much anymore. And her story is an everyday occurrence. We are just a society that values youth and good looks in humans – this obsession extends to the pets we buy, and the pets we abandon.

This is now a global issue and November has been declared Adopt a Senior Pet Month by rescue organisations around the world.

Dogs over 7 years are considered "senior" - which is frightening. This is just 49 in human terms and a well cared for dog can live for 15 - 20 years depending upon their size.

No senior dog deserves to die in a shelter, but the reality is that most older dogs who end up there, die there. When 33,000 dogs are abandoned and euthanized every year in NSW alone, what hope does an older dog have of being one of the chosen few?

Senior Dogs are an ideal pet for a number of reasons. They are less active, and quieter, so they cope with a full time working household much better than their younger equivalents. They are past the puppy stage so you can expect less digging, less chewing, less noise and they often come with some training.

DoggieRescue has more than 50 Senior Dogs (7 years and over) just waiting for someone to see past their age. Each dog comes with a guarantee of unparalleled love and loyalty!

With the holiday period approaching, dogs are being dumped in record numbers. Act now! Foster or adopt a Senior Dog and see how she transforms your life!

And by the way, Shelly is patiently waiting for someone to love. Call 9486 3133 for details.

Background

DoggieRescue.com is a registered charity with tax deductibility status. It has a strict No Kill philosophy and relies heavily on volunteers for all operational aspects. DoggieRescue has saved almost 9,500 dogs from death row from council pounds around Sydney and has some 200 dogs looking for homes, 50 of these are senior dogs. DoggieRescue runs a shelter at Ingleside and has many dogs in foster care throughout Sydney. Its Life Saver program enables dog lovers to support a doggie on an on-going basis.

-ENDS-

For more information call Doggie Rescue founder,
Monika Biernacki – 9486 3133 or 0429 044 484