

MEDIA RELEASE

HOLLYWOOD STAR, AARON TAYLOR-JOHNSON, LENDS HIS VOICE TO HELP AUSTRALIA SAVE 50,000 LIVES A YEAR

13th December 2018

Movie star Aaron Taylor-Johnson, of Kick-Ass and Avengers fame, is the voice behind a powerful 2-minute film urging the world, and Australians in particular, to adopt a shelter or pound dog this festive season – a time when dog death rates skyrocket. Working with dog and animal welfare organisations across Australia, the campaign which launches today features the voice of Taylor-Johnson, an owner of a rescue dog, and brings to life the plight of the 50,000 dogs put down each year.

“Every year, over 2 million dogs are euthanized around the world. Together we can end such a senseless disregard for life. Choose compassion and adopt a rescue dog today,” says the actor who has provided his time and support to the campaign pro-bono.

“Pounds and shelters across Australia are inundated during the holiday season making it the ideal time to adopt a rescue dog,” says Monika Biernacki from Doggie Rescue in NSW, one of several organisations advocating for Australians to decrease the number of dog deaths including Voiceless, SA Dog Rescue, SAFE, WA, Best Friends Rescue, QLD, Starting Over Dog Rescue, VIC.

“Dogs abandonment rates climb sharply during Christmas as families and individuals can often be overwhelmed by the emotional and financial strain brought on by the festive season.”

“While pounds and shelters do the best they can with the limited resources available to them, they can’t provide homes for hundreds of dogs indefinitely,” says Monika, “This is why we are urging Australians who are thinking of gifting a pet for Christmas, or wanting a family pet, to consider adopting a rescue or pound dog - there are 1000 dogs being put down each week nationally and you could save the life of one of them.”

According to the dog welfare advocate, people shouldn’t be put off by the fact a shelter dog has been abandoned by their owner.

“Many people assume that a shelter dog has been let go because they have behavioral problems, were abused, or are broken animals, but that couldn’t be further from the truth. The majority of dogs are abandoned because their owners have fallen ill or have had a change of life circumstance and can no longer care for them. In fact there are many puppies and younger dogs in pounds across the country.”

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Interview and photo opportunities are available with the following:

- Monika Bierniacki, Doggie Rescue NSW
- A Sydney family who have adopted a rescue dog
- A Sydney vet who can discuss the process of animal euthanasiation

To schedule an interview or for further information, please contact:
Francesca Millena, DDB, on 0423 275 968 / francesca.millena@syd.ddb.com

About DDB Remedy:

DDB Remedy is one of Australia's leading integrated full service healthcare agencies – partnering with clients to provide strategic, creative and tactical solutions that drive business growth.

We blend specialist experience in pharmaceuticals and health & wellness, with unrivalled strategic expertise and award-winning Creative - across advertising and medical education for OTC, consumer health, primary care and specialist brands.

About DDB Australia:

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We have been voted Australia's most creative agency twice and won runner up AWARD network of the year in 2017. In 2016, DDB Sydney was the most awarded Australian agency at Cannes.

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