

# The Ark Trust, Inc.

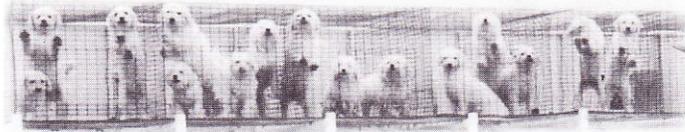


Photo: CAPS (Companion Animal Protection Society)

## Puppies For Profit!

Your membership gift  
will help us expose the  
nightmare of "puppy mills"!



September 2001

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Dear friend of animals,

Many of those adorable puppies you see in the pet store window are "puppies for profit"...victims of a moneymaking scheme so horrifying that it's hard to imagine until you've seen it with your own eyes.

Every year, "puppy mills" produce thousands of purebred puppies under appalling conditions ...

... tiny wire cages stacked on top of each other, too crowded for the mothers and pups to walk ... layers of dirt and feces mixed in with food ... no heat, water, or even sunlight ... oozing sores, gangrene, rampant infection.

Sadly, many of these puppies live short, pain-filled lives. They are taken from their mothers when they are just weeks old. Some are shipped off to pet stores and sold to anyone who can pay the price, regardless of their ability to humanely raise animals. Many die of disease or genetic conditions shortly after their new families take them home.

Those who do live often end up abandoned in animal shelters because the families who bought them were overwhelmed by the expensive health and behavior problems so common in dogs from puppy mills, or they did not understand the responsibilities of caring for a dog.

Earlier this year, we exposed the horror of puppy mills to over a million people during our Genesis Awards television special - when we honored "Dateline NBC" for their hour-long exposé of this heart-wrenching industry. We will continue to help expose puppy mills in the future, including an upcoming segment on the syndicated "Animal Rescue" television show.

Yet, puppy mills still exist because of money - pure and simple. Selling "mass-produced" puppies has been a multi-million



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dollar business for decades. The only way to put these dreadful places out of business is for people to stop buying puppies from them.

Unfortunately, most people who buy puppies from pet stores still don't know where their new companions came from ... the terrible conditions or the painful health problems the pups have endured. They don't know because the media, with a few exceptions, has been silent.

That's where The Ark Trust comes in. We're different from other animal protection organizations. The Ark Trust is dedicated to using the media to protect animals. We help harness the immense power of the news and entertainment media to raise public consciousness about animal issues.

As a Broadway, television, and film actress, I know well the power of media attention. Only the media have the influence needed to outrage millions of people about the suffering thousands of puppies are enduring right now.

We can continue to raise awareness of animal issues and reduce animal suffering only with help from new friends like you. That's why I'm inviting you to become a member of The Ark Trust.

As little as \$15 or \$25, or as much as \$50 or even \$100, will help us put tragedies such as puppy mills squarely into the forefront of media attention - and into the national spotlight. With your support, millions of people will learn the heartbreaking truth about businesses that cause animal suffering, like puppy mills - and how they can help.

We need your help today. Your membership donation will give us the resources necessary to continue working with our media contacts nationwide. In return, you'll receive a full year of membership benefits, including our "Into the Ark" newsletter and an invitation to attend the annual presentation of our Genesis Awards in Los Angeles.

Right now, more puppies are being "churned out" into the nightmare world of puppy mills. Please join The Ark Trust as a member and help us expose this cruelty!

On their behalf, many thanks,



Gretchen Wyler  
President

P.S. I've enclosed a handsome decal as thanks for your membership gift. I hope you display it proudly throughout your membership year and that you let others know how you're helping us to expose the "puppies for profit" schemes. Remember to visit our web site at [www.arktrust.org](http://www.arktrust.org) to learn more about membership benefits, to read about our other programs, or to join The Ark Trust on-line.