



Adopt Don't Shop

Alayna Currey
PR 2510 Public Relations Writing
Detroit Dog Rescue Media Kit
December 6, 2020



Detroit Dog Rescue

Backgrounder

Detroit Dog Rescue, or DDR, is a local non-profit organization that was founded in 2011 after the city of Detroit refused to allow access to a network television series that would have documented the lives of stray dogs trying to survive in an abandoned urban environment.

Detroit Dog Rescue is focused on raising awareness for the plight of the forgotten, homeless and stray dogs of Detroit along with advocating for humane rescue alternatives such as no-kill sheltering, foster care and adoptions, pet identification and healthy pet population control through spay and neutering.

Our president of DDR, Janet Pepler, feels that if other animal lovers saw what we see on the streets of Detroit everyday, we know they would help us make a difference in this city, one dog at a time. Detroit Dog Rescue helps between 80 to 120 dogs at a given time. In May of 2014, DDR opened the first no kill shelter in the city of Detroit. Detroit Dog Rescue is focused on raising awareness for the plight of the forgotten, homeless and stray dogs of Detroit along with advocating for humane rescue alternatives such as no-kill sheltering, foster care and adoptions,

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pet identification and healthy pet population control through spay and neutering. The rescue is known for taking animals in trouble that most regard as unadoptable and investing the time and training needed to rehabilitate and rehome these dogs.

Detroit Dog Rescue also specializes in community outreach. DDR believes that change begins in the community and works closely with local, city, and statewide organizations. DDR is partnered with multiple organizations including, and not limited to, Quicken Loans, Tito's Handmade Vodka, ClickOnDetroit, Moosejaw, and 5-Hour Energy. DDR offers adoption services, volunteer work, fostering, donations, merchandise and job opportunities.

For more information please contact us at support@detroitdogrescue.com or 313-458-8014.

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Text Sources:

<https://detroitdogrescue.com/about/#ourmission>

<https://detroitdogrescue.com/about/>



Detroit Dog Rescue

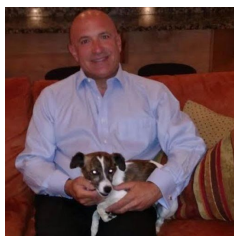
Staff Biographies and Contact Information



Janet Peppler, President

Janet Peppler is the owner of The Peppler Agency, an independent insurance agency located in Harper Woods, Michigan.

Janet Peppler is the owner of The Peppler Agency, an independent insurance agency located in Harper Woods, Michigan. Her experience with hands-on daily business activity puts Ms Peppler in the productive role as President of Detroit Dog Rescue, given her knowledge of running a successful business and her compassion for dogs. The agency's mascot, "Miley" can be found at work on a daily basis.



Mark Breimeister Secretary

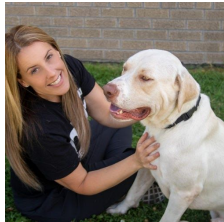
Mark Breimeister of Waterford, MI. is a graduate of Michigan State University and is President of AAA Produce Exchange, Inc located in Waterford, MI. and a partner in Saven Corporation of Savannah, GA. He is active in the community and is also a member of the Oakland County Boat Club where he has participated on many committees. Mr. Breimeister has

been a board member of the Detroit Dog Rescue since 2013. His dog, Lucky, was formally used in a backyard breeding operation.



Jere L'Heureux
Treasurer

Jere L'Heureux worked at the original site of the new Detroit Dog Rescue facility when it was an Animal Hospital from the time he was in 6th grade until college at Michigan State. He is very excited to see the facility re-purposed from the Animal Hospital his father owned for 40 years into the most caring Dog Rescue in the country. Jere is the owner and President of Contract Options, Inc. Besides being an avid animal lover, Jere loves skiing both in the water and snow, Northern Michigan and the Michigan State Spartans.



Kristina Millman-Rinaldi
Executive Director

Kristina Millman-Rinaldi has been changing the face of animal welfare in Detroit for well over a decade. The nonprofit organization is Detroit's first and only no-kill shelter, which finds homes for neglected dogs and animals who are victims of violent crimes.

As Detroit Dog Rescue's Executive Director, Kristina worked closely with Detroit Mayor, Mike Duggan's administration to create Detroit's first animal welfare committee. This partnership resulted in new leadership and policies for the city's municipal animal shelter. Detroit now works harder to find alternatives to euthanasia due to overpopulation, while focusing on public safety. Kristina has been a part of several documentaries, news stories, and reality shows highlighting Detroit's stray dog epidemic and she has raised millions of dollars to fund initiatives that support animals, especially ones who are victims of violent crimes.

In the past, Kristina has been the recipient of the Mackinac Humanitarian Award, Beaumont Hospital's President Award for Community Giving, and has been named WDVD's "Woman of the Year" for her ability to create solutions in underserved communities.

Text Source:

<https://detroitdogrescue.com/board-of-directors/>



Detroit Dog Rescue

P.O. Box 806119
St. Clair Shores, MI 48080

News Release
Nov. 23, 2020
FOR IMMEDIATE RELEASE

Contact Information
Janet Peppler, President
Phone: 313-458-8014
Email: support@detroitdogrescue.com

An Adoption Event Unlike Any Other

Detroit Dog Rescue is excited to announce their upcoming adoption event

ST. CLAIR SHORES, MI - President of Detroit Dog Rescue, Janet Peppler, is excited to announce the details of their upcoming December adoption event called *Your Furever Friend*.

Detroit Dog Rescue, or DDR, is a local non-profit organization that was founded in 2011 after the city of Detroit refused to allow access to a network television series that would have documented the lives of stray dogs trying to survive in an abandoned urban environment.

The adoption event will begin the first of December and run throughout the entire month.

The adoption event is unlike any other because this time around all of the adoption fees will be completely waived. That means you can adopt a dog free of charge. “There is always the option to leave a donation that you deem appropriate - but donations are never expected - although they are always appreciated,” said Janet Peppler, President of Detroit Dog Rescue.

Detroit Dog Rescue have decided to put together this extravagant adoption event in order to get these dogs into a loving home and bring joy into your lives and theirs, as well. “We know that pets can be an investment for some and we want these dogs to be able to go to loving - deserving homes no matter what your financial situation is,” Peppler stated.

This is another way for them to say thank you to you all for your continuous love and support over the years.

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Detroit Dog Rescue

Fact Sheet and Milestones

- Founded in February of 2011
- Located in St. Clair Shores
- DDR helps between 80 to 120 dogs at a given time
- Detroit Dog Rescue is focused on raising awareness for the plight of the forgotten, homeless and stray dogs of Detroit along with advocating for humane rescue alternatives
- In May of 2014, DDR opens the first no kill shelter in the city of Detroit
- DDR helps to assemble an animal welfare reform committee for the City of Detroit in 2015 with support from Mayor Mike Duggan
- In October of 2015, history was made for DDR and the City of Detroit. For the first time, a transfer agreement between rescues and the city came into fruition. Under this agreement, Detroit Dog Rescue transferred the first dogs from Detroit Animal Control.
- In 2018 DDR was gifted the Westcott Veterinary Hospital and begins a \$2 million campaign to rehabilitate the facility which was built in 1962
- Detroit Dog Rescue also specializes in community outreach and works closely with local, city, and statewide organizations
- DDR responds to calls to assist the Detroit Police Department, Highland Park Police Department, Hamtramck Police Department, Fire Departments, the City Administration, as well as hundreds of residents who have asked for our help
- DR has been chosen as a trusted charity and featured in several publications including Hour Detroit, Detroit Free Press, The Detroit News and The Oakland Press
- DDR holds a Platinum Award of Transparency through GuideStar.

Text Sources:

<https://detroitdogrescue.com/about/>

<https://detroitdogrescue.com/about/#ourmission>



Detroit Dog Rescue

Social Media Posts (FaceBook, Instagram, Twitter)

FaceBook:

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DEC 1 AT 12 AM EST - DEC 15 AT 12 AM EST

Detroit Dog Rescue December Adoption Event

Detroit Dog Rescue

Invite Edit ...

DEC 1 AT 12 AM EST - DEC 15 AT 12 AM EST

Detroit Dog Rescue December Adoption Event

Detroit Dog Rescue

Invite Edit ...

Details

Dec 1 at 12 AM EST - Dec 15 at 12 AM EST

Detroit Dog Rescue

Private - Hosted by Alayna Currey

Detroit Dog Rescue is hosting their largest adoption event to date titled: Your Furever Friend!

During the entire month of December, all adoption fees are completely waived. All dog adoptions are completely free of charge. Donations are accepted and appreciated.

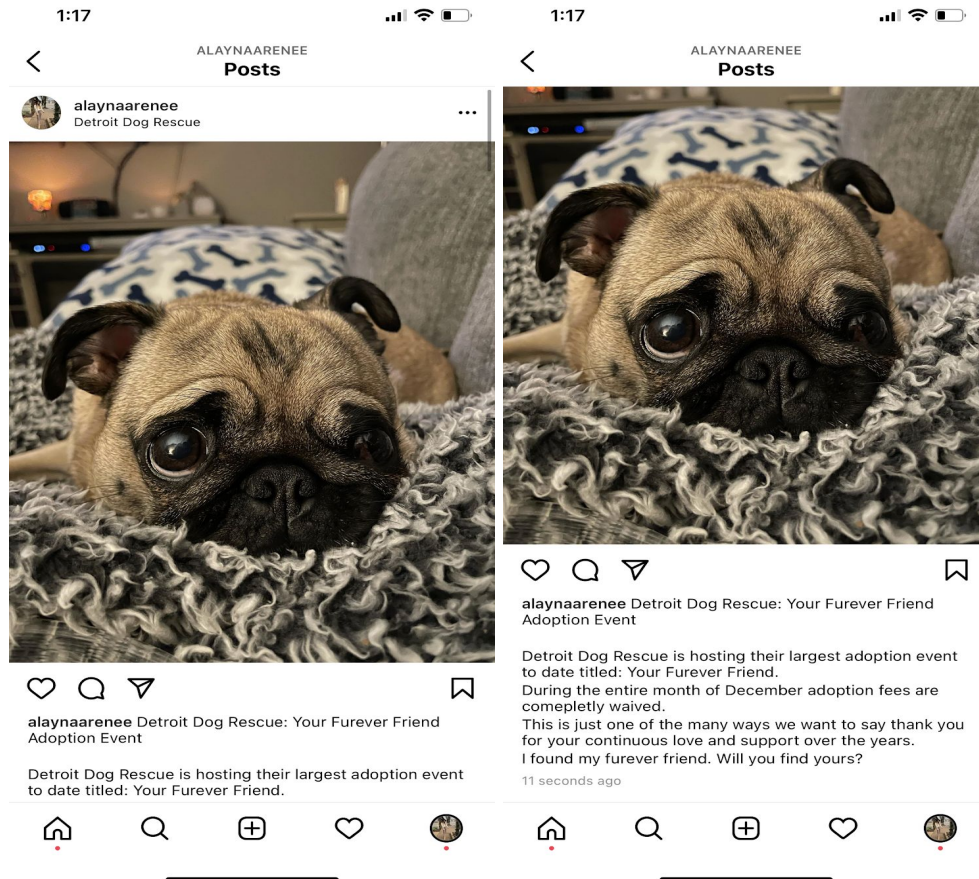
We want people, no matter their financial circumstances, to be able to love and care for one of our many eager, loving pups who are awaiting their forever home.

This is just one way we want to say thank you for all your continuous love and support over the years. [See Less](#)

Detroit Dog Rescue
Detroit, MI

We are a 501(c)3 non-profit organization determined to save homeless, abused, forgotten & misplaced dogs of Detroit and ... [See More](#)

Instagram:



Twitter:





Detroit Dog Rescue

Advocacy Piece

The city of Detroit struggles with a stray-dog epidemic. Estimates vary, but groups place the number of strays in the city at anywhere between 20,000 and 50,000. The latter number, which would mean 350 strays per square mile.

These devastating numbers mean that these dogs are left to roam the city streets and try their best to stay alive all on their own. Sometimes these dogs make it, but other times they end up struggling to live being faced with starvation, being used as bait or to fight in dog fights, being harmed or attacked, or even worse -- death. Local shelters have a euthanization rate of 70 percent, so abandoning the dogs to fend for themselves might not even be, in some instances, the least humane of options, sadly enough.

Detroit Dog Rescue has stepped in to put a stop to this epidemic that is sweeping the streets of Detroit city. They are the first no-kill shelter in Detroit that takes in and rehabilitates dogs for a better life.

Hayley Currey, a native Metro Detroit resident, has learned first hand the impact that organizations like this have made.

Hayley Currey had been a dog lover all her life. She knew that adoption was the option she had wanted to take since she knew about the devastating numbers of homeless dogs in her area. She had visited many different shelters until she finally found the dog for her.

She found Harley. A boxer who had been left stranded in an abandoned house in the city of Detroit in 2015. Harley had made a full recovery over the next year that he was taken in. He wouldn't even let a human pet him, let alone cuddle or play with him. He was matted up, had scars and cuts, and his bones were poking through. But with lots of patience, determination, and TLC Harley had completely transformed and was ready to find his forever home.

Currey knew this was the dog for her when she came across him. He now lives a happy life full of treats, bones, and endless snuggles on the couch. “I didn’t rescue him, he rescued me,” Currey stated.

When looking for a pet, consider your options and know that there are plenty of pups out there waiting for their forever home. They want you just as much as you want them.

Text Source

<https://www.rollingstone.com/culture/culture-news/city-of-strays-detroits-epidemic-of-50000-abandoned-dogs-238877/>

Adoption Event Flyer (Made in InDesign)



Detroit Dog Rescue Adoption Event

Our biggest adoption event to date. All adoption fees are waived during this time. Stop in and check us out

51612 Harper Ave.
Detroit, MI 48224-3047

All through the month of December.
Closed Christmas Day.

11AM-4PM

Detroit Dog Rescue is a non-profit 501(c)3 organization regulated by the Michigan Department of Agriculture and Rural Development.