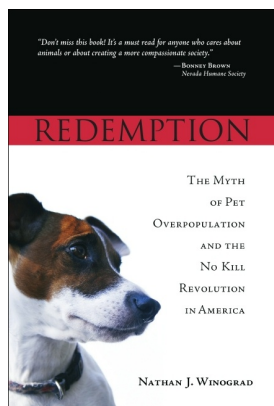


Redemption

The Myth of Pet Overpopulation and the No Kill Revolution in America

By Nathan J. Winograd



Today, most Americans hold the humane treatment of animals as a personal value, which is reflected in our laws, cultural practices, the proliferation of organizations founded for animal protection, increased per capita spending on animal care, and great advancements in veterinary medicine. But the agencies that the public expects to protect homeless animals are instead killing more than five million animals annually. And for far too long, we have been led to believe that there is no other way. In 1994, however, one shelter embarked on a bold and revolutionary approach to animal sheltering. Although every national animal welfare agency said it was impossible and every other community in the country continued to kill animals at an astonishing rate, San Francisco became the first city in the United States to end the killing of healthy homeless dogs and cats in shelters. The "No Kill" movement it inspired has the potential to end, once and for all, the century-old notion that the best we can do for homeless dogs and cats is to adopt out a few, and kill the rest. This is the story of

animal sheltering in the United States, a movement that was born of compassion and then lost its way. It is the story of the No Kill movement, which says we can and must stop the killing. It is about heroes and villains, betrayal and redemption. And it is about a social movement as noble and just as those that have come before. But most of all, it is a story about believing in the community and trusting in the power of compassion.

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- Book reviews in *Cat Fancy*, *San Francisco Chronicle*, *Sacramento Bee*, and more.
- Flyer/postcard mailing to 6,000 animal welfare groups and 40,000 individuals.
- Author is director of a national organization who is frequently called upon by the national media to discuss animal issues.
- Author speaks publicly at seminars around the country on a bi-monthly basis. These events are attended by upwards of 400 people per event and are preceded by media attention.

Sales Handles:

- Author is nationally renowned expert who has appeared in *USA Today*, *Reader's Digest*, *Metropolitan Home*, *Cat Fancy*, *Air America Radio*, and local television, radio and newspapers around the county; and has lectured at the Cornell University College of Veterinary Medicine, UCLA School of Law, and elsewhere.
- There are 165 million dogs and cats in U.S. homes with giving to animal related charities the single fastest growing segment of American philanthropy.

Audience:

- Pet owners.
- Animal lovers.
- People who enjoy "David vs. Goliath" tales of beating the odds.

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