



STOPPING PUPPY MILLS

WE'VE HELPED MAKE IT INCREASINGLY TABOO TO BUY A PUPPY MILL DOG FROM A PET STORE OR OVER THE INTERNET.

- With Maddie's Fund, we launched an aggressive campaign to expose the link between puppy mills and Internet puppy sales. More than 1 million people visited *samedaypups.com* and about 6 million viewed our satiric "drone delivery" video.
- More than 5,000 dogs have been adopted through our Puppy Friendly Pet Store conversion program, which helps stores stop selling puppies from mills and partner with shelters or rescues instead.
- A mill operator we identified in our 2015 *Horrible Hundred* report pleaded guilty to animal cruelty and practicing veterinary medicine without a license. In addition to probation, a fine and community service, she had to surrender all kennel-related licenses and have no contact with animals.
- Through our Breeder Surrender Fund, we provided veterinary assistance for 270 dogs confiscated from or discarded by puppy mills.
- Louisiana, Nebraska, New Jersey, Pennsylvania and Virginia passed new laws, and 41 localities restricted the retail sale of puppy mill dogs. Our legal team helped defend five such bans.
- **HUMANE HERO:** National Council Member Christian Keesee drove an initiative we're developing to train Oklahoma inspectors and animal control officers in 2016.



Here's Duffy, before and after we rescued him from a puppy mill. Using online ads, we intercepted about 65,000 people looking for a puppy online, sending them to our webpage about Internet puppy sales and mills.