



MARBURY GROUP
MEDIA, MARKETING & ADVERTISING

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The Pittsburgh Steelers, Pirates and Penguins partner with the Allegheny County Treasurer and the PA Department of Agriculture to help save Dogs Lives

Pittsburgh, PA- February 1st, 2013- A pet is the centerpiece of spending quality time together as a family. There are very unfortunate circumstances where a pet may get lost. The Allegheny County Treasurer, John Weinstein, has taken personal and professional interest to help protect your family dog. In Allegheny county over 10,000 lost dogs were euthanized because they had no identification. The County Treasurer is empowered by Pennsylvania state law to issue licenses and the cost is under seven dollars. As a board member of Animal Friends, co founder of AAARF (with District Attorney Stephen Zappala) and dog lover, John Weinstein will be executing a grass roots media campaign to inform all dog owners of the important license procedure to protect your family pet. A database has been created with local police to connect a lost dog with a license to its owner.

In partnership with the Marbury Group, an extensive research campaign was executed to identify the most efficient and creative ways to target pet owners. Allegheny County has the most licensed dogs in the state of Pennsylvania. The goal of the public awareness campaign is to reach more dog owners that are unaware of the law. Based on the in depth demographic research, select TV and radio formats will be airing the critical message. Look for the TV commercial this weekend in the Super Bowl pre game broadcast. The PA Department of Agriculture has a special fund designed for public awareness of the important law. No taxpayer monies are used in advertising. In addition, local sports athletes (Brett Keisel, Lamar Woodley, Pascal Dupuis and Neil Walker) have donated their time and energy to help communicate the importance of dog licensing. Brett Keisel stated "with the amount of lost and euthanized dogs and the minimal cost of the license this is a law that must be taken seriously. I am privileged to partner with the county Treasurer to help spread the word"

Annual dog licenses are valid from January 1st through December 31st each year. Applications are available at your local magistrate, local veterinary clinics or online at alleghenycounty.us. Licensing fees range from \$4.45 to \$8.45. City of Pittsburgh residents must get a license from the City of Pittsburgh the 412-255-2036

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