



**HUMANE SOCIETY
INTERNATIONAL**
CANADA

LETTER OF INVITATION

Date: _____

Dear Pet Store Owner,

This letter is presented to you by:

Name: _____

Email or Phone number: _____

I am a resident of your local community who is concerned about puppy mills. As part of the Stop Puppy Mills Campaign I, along with the Humane Society International/Canada, ask you to sign the **Puppy Friendly Pet Stores** pledge.

Pet stores that sign the Puppy Friendly Pet Stores Pledge agree to discontinue selling puppies or to “make official” a practice of already not selling puppies in their store.

WHY SIGN?

Recent public awareness about puppy mills has made puppy sales less profitable for stores nationwide. Puppies are often spending months in small pet store cages, causing customers concern and leading to a problem selling older puppies who are rapidly outgrowing their cages. Meanwhile, across the nation, millions of dogs and cats are euthanized each year for lack of homes. Your store can be part of a humane change in your community, while garnering free publicity for your store, attracting new humane-minded shoppers, and increasing consumer loyalty.

PUPPY FRIENDLY PET STORES:

- Do not sell puppies, but might use the space in their store to showcase pets for adoption from local shelters or nonprofit rescue groups.
- Say goodbye to the cost, inconvenience and expense of providing seven-day-a-week care for young puppies in a retail environment.

HOW WILL MY STORE BENEFIT FROM THIS PROGRAM?

- When you sign and return the pledge, your store's name, address and website will be listed on the HSI/Canada website, which is visited by thousands of pet lovers.
- HSI/Canada will provide a free eye-catching sign to hang in your store to promote your humane choice.
- All stores that sign the pledge will receive a welcome packet which includes free materials for your customers to inform them about puppy mills.
- Stores that cease selling puppies entirely will receive publicity in the form of official HSI/Canada press releases distributed to their local media outlets to applaud their humane change and bring new customers to the store.
- Your store can be seen as a hero in your community by pledging to work with shelters to increase their adoption programs. Stores that indicate a participation in adoption programs will be highlighted on the website. The website will encourage pet lovers to contact your store for information on adoption events.
- HSI/Canada will conduct an outreach and awareness campaign to lead pet lovers to shop at stores from our list of Puppy Friendly Stores.

HOW DOES MY STORE SIGN UP?

Please sign the attached pledge and mail it to the address below to receive your free pledge participation/welcome packet. There is absolutely no cost to you for joining, and thousands of pet lovers will be made aware of your humane decision. Thank you.

CAN A STORE SIGN UP IF THEY SELL PUPPIES FROM LOCAL BREEDERS?

Due to the impossibility of screening all breeders, the program is open only to stores that *do not sell puppies*.

Please send the enclosed pledge form to:
Stop Puppy Mills Campaign, HSI/Canada
4035 St-Ambroise #320, Montreal, Quebec, H4C 2E1



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PUPPY FRIENDLY PET STORE PLEDGE

You do not need to check all items to sign the pledge. A minimum of one checked item is required to participate.

*Our store agrees to participate in **Puppy Friendly Pet Stores**, a program of Humane Society International/Canada. To qualify for the program, we certify the following (check all that apply):*

PET SUPPLIES ONLY: Our store sells pet supplies only. We do not sell any live animals, including reptiles, birds or fish. Our store pledges not to begin the practice of selling puppies.

SMALL PETS BUT NO PUPPIES: Our store sells some pets, but we do not sell puppies. Our store pledges not to begin the practice of selling puppies.

OUR STORE CURRENTLY CARRIES PUPPIES FOR SALE. WE PLEDGE TO DISCONTINUE THE SALE OF PUPPIES within 30 days of signing this agreement. We agree that HSI Canada will promote our humane decision to our local markets and on the HSI Canada website and other publicity materials, as outlined in the Letter of Invitation. We certify that any puppies remaining for sale in our store beyond 30 days of signing this agreement will be only those puppies who were purchased by the store before the signing.

WE SUPPORT PET ADOPTION EFFORTS IN OUR COMMUNITY. Our store does not sell puppies OR has pledged above to discontinue the sale of puppies [check one item above]. In addition, we sometimes have homeless pets available for adoption from shelters or rescue groups, or host adoption events. Consumers can contact our store to inquire about pets for adoption or adoption events held at our store.

Thank you for becoming a Puppy Friendly Pet Store! Please sign this pledge, save a copy, and return it to the address below. You will receive a free welcome package including an eye-catching sign announcing your pledge to post prominently in your store and free materials to inform your customers about the puppy mill issue.

Store Owner or Manager's signature: _____

Please print name: _____

Store Name: _____

Address: _____

Website: _____

Phone: _____

Please send completed pledge form to:
Stop Puppy Mills Campaign, HSI/Canada
4035 St-Ambroise, #320, Montreal, QC, H4C 2E1

NOTE: HSI/Canada reserves the right to remove a store from this program at any time if we have reason to believe that the store has breached this agreement. Signing above indicates agreement to return the Puppy Friendly Store sign and materials to HSI Canada if the store resumes selling puppies.