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lucypetfoundation.org



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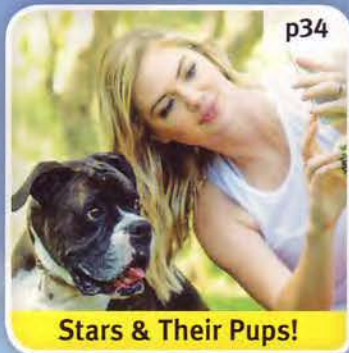


It's Pluto, star of the new movie *The Stray!*



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ONE MAN'S PLAN TO END PET OVER-POPULATION

Prepare to fall in love with Joey Herrick, who is using his time, money, and talents to make a difference for unwanted pets

By J. Leslie Johnson

It all started when 10-year-old Dylan looked out his bedroom window and caught something out of the corner of his eye. He thought it might be a baby coyote, a reasonable guess since his family lived in Thousand Oaks, California. He got his mom, Lynnda, and together they went outside to take a look.

The coyote turned out to be a dirty little dog with patches of fur missing here and there. Dylan's dad, Joey, took a look at the small dog, a Chihuahua mix. She had obviously been on her own for a long time. "Her nails were so long they were growing into her pads," Joey recalls, "and she had a tire mark on her back."

Some people might have walked away from the little dog. But not Joey Herrick. A confirmed animal lover, he also happened to be the President of Natural Balance Pet Foods, who regularly arranged the donation of millions of pounds of dog food to shelters across the country. After taking the Chihuahua to a vet and checking lost dog sites on the Internet, Joey and his family gave the dog, who they named Lucy, a forever home. A few weeks later, Lucy gave them a surprise in return when

she had a litter of five pups. Joey and family kept one pup and canvassed their friends and neighbours to find good homes for the remaining four.

Lucy's story has a happy ending, but for many, many dogs like Lucy, the outcome would have been very different. Thousands of unwanted animals across North America are regularly abandoned and left homeless and hungry, or dropped off at over-burdened animal shelters where, too often, they are put down if no one adopts them. In the United States alone, nearly 5,500 cats and dogs are killed every day; an estimated two million animals die in U.S. shelters every year.

It was painful for Joey to think about what might have happened to Lucy if his family hadn't found her. Never one to back away from a challenge, he decided to tackle the pet overpopulation crisis head-on. After selling Natural Balance Pet Foods in July 2013, he started the Lucy Pet Foundation, a charitable organization that reduces the number of unwanted cats and dogs by offering a mobile, low or no cost spay/neuter clinic

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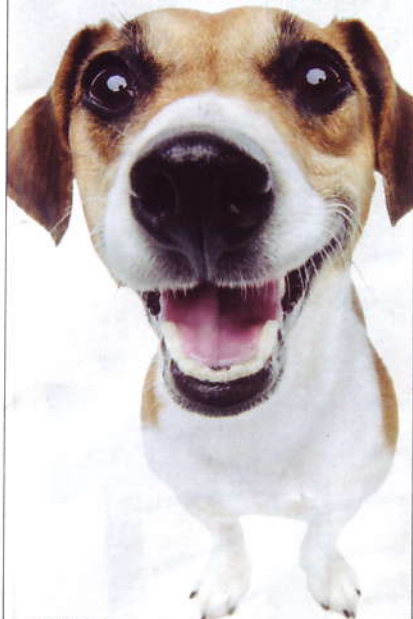


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services to high-risk animal populations. To get the foundation off the ground, Joey put in a million of his own money.

In the four years the mobile spay/neuter clinic has operated thus far, the Lucy Pet Foundation has fixed thousands of animals, thereby tackling pet over-population and thus the number of pets being put down in shelters across the country. Since its inception, the Lucy Pet Foundation has spayed/neutered over 16,000 animals. When they are not performing surgeries, the mobile clinics vaccinate and microchip animals and also feature dogs and cats for adoption. Last year, the foundation fixed over 4,600 animals but the immediate goal is to increase that figure to 6,000 spay/neuters annually for each mobile spay/neuter clinic they have in operation.

Joey and his staff also work hard to build awareness about the pet overpopulation crisis. The foundation's chief veterinary officer, Karen (Doc) Halliday, regularly visits schools to talk to kids. Joey turns it into a fun event by providing colouring books that illustrate his message, and by sending along cool dogs like Surfin' Jack, the foundation's surfing (yes, really) canine mascot who sports a Hawaiian shirt and sunglasses. When the kids see that fantastic dogs like Surfin' Jack could lose their lives, it makes the issue much more immediate and personal.

The Lucy Pet Foundation has also found other, more innovative methods of getting the public's interest. Joey made a splash—literally—when he developed North America's first-ever portable wave pool for dogs, the Lucy Pet Crankin' K9 Wave Maker, which holds 5,000 gallons (19,000 liters) of water and features an automatic wave generator. While Surfin' Jack and his canine friends (plus one surfing cat!) are drawing people's attention by riding the waves, Joey talks to the media about the Lucy Pet Foundation.

Never one to make small plans, Joey intends to increase the number of mobile clinics he has on the road from a few to 40, so even more animals can be treated. Although he began in his home state of California, serving at risk populations in Los Angeles and surrounding areas, Joey intends to give the Lucy Pet Foundation a national presence. To fund this, he began an innovative, feel-good pet products company called Lucy Pet Products to support the cause. Working with Dr. George C. Fahey, a leading expert in digestive health, Joey, along with his partner Rick Rockhill, who has decades of experience in the pet products industry, developed a premium pet food that features Prebiotic Balanced Fiber (PBF). This diverse blend of fiber supports a healthy gut and enables optimal digestion. "It's a game changer," Joey proudly emphasizes.

100 percent of the profits from Lucy Pet Products go to the non-profit Lucy Pet Foundation, which works tirelessly to reduce the staggering rates of pet euthanasia in North America. Perhaps predictably for this generous and warm-hearted animal lover, Joey refuses to take a salary from either the Lucy Pet Foundation or Lucy Pet Products. "I never took a dime from it," he explains, adding, "I want all of the money to go towards helping the animals." ■



GARY FRIEDMAN Los Angeles Times

VETERINARIAN KAREN HALLIGAN treats a dog in the Lucy Pet Foundation's mobile clinic, which offers low-cost spaying and neutering. The nonprofit's founder, Joey Herrick, hopes to expand into all 50 states.

His pet cause is on wheels

Mobile spay-neuter clinic aims to save animals from euthanasia

STEVE LOPEZ

Scarlet, Deakin, Fudge, Nugget and Shyla are in the prime of life and pretty good-looking to boot, but their puppy-making days ended for good Tuesday in the back of a big blue van in Sylmar.



Nine dogs and a cat named Smokey marched up the stairs of the Lucy Pet Foundation's mobile spay and neuter clinic, unaware of what they were in for in the parking lot of Pet Supreme. Lucy, the Chihuahua whose picture is on the side of the bus, stood by for moral support.

And here's the story: Actor Dick Van Patten, a guest on "The John Davidson Show" in 1981, struck up a conversation with the drummer in the show's band. Like Van Patten, Joey Herrick was an animal lover, and the two men lamented the quality of commercial dog food. Out of that conversation, they later founded the Natural Balance pet food company.

When Herrick moved on from the company in 2013, he decided to sink some of the money he'd made into — sorry, but what else can I call it? — his pet cause.

"Eighty thousand dogs and cats are put to sleep each week in the United States," said Herrick.

The numbers used to be much higher, but they're still too high for Herrick. He got a first-hand look at the

overpopulation problem several years ago when his family took in a stray they spotted near their home in the Thousand Oaks area.

Lucy, a malnourished Chihuahua with tire marks on her back, turned out to be pregnant. The Herrick family found homes for all five pups in her litter, but lots of dogs and cats aren't nearly as lucky.

"The whole point of spaying and neutering is to slow the influx of animals into shelters," said Herrick, whose foundation had a float in the Rose Parade featuring rescued dogs.

The shelters can't find homes for all of them, Herrick said, and they're put to sleep.

In the city of Los Angeles, more than 3,000 dogs were euthanized in city shelters between July 1 and Jan. 31.

"Eighty-one percent of our dogs make it out alive and are either returned to their owners or adopted," said Brenda Barnette, the city's animal services director.

But that still means a lot of unhappy endings, often because owners couldn't afford or didn't want to pay for spaying or neutering, which can cost a few hundred dollars.

For the pit bulls and pit bull mixes that showed up on Tuesday, the procedures were free, thanks to a grant from the Jason Heigl Foundation, which offered the city funds to provide free spaying and neutering of pit bulls in Sylmar and Pacoima, where an overpopulation of the breed is filling shelters.

In Sylmar on Tuesday, six of the dogs getting fixed qualified for the free service. There was also a poodle mix, and there were two Chihuahuas brought in by Kristin Rizzo. She was working on a forthcoming documentary called "Give Me Shelter" when she met and adopted Fudge and Nugget at a Baldwin Hills shelter, saving them from being put down.

"I've had to euthanize a dog after it licked my hand, and I've had to euthanize entire litters. It sticks with you," said Dr. Karen Halligan, who used to work for the SPCA in Los Angeles and later for what she called high-kill shelters. "I didn't last very long because I couldn't take it."

Halligan hooked up with Herrick's nonprofit, and on Tuesday in Sylmar, she donned green scrubs and went to work on her patients in the surgery center at the back of the van. She and Herrick said one of their goals is to educate the public about the many benefits of getting pets fixed.

"A lot of people think, 'Oh, if they neuter my male, it won't be a good guard dog,'" Herrick said. But, he noted, protection dogs can be far more distractible when they aren't neutered.

"All you've got to do is walk a [female] dog by, and the pit bull will completely forget about guarding the house."

He said spayed and neutered animals are generally much healthier, with huge reductions in testicular and ovarian cancer.

I'm not a big fan of pit

bulls, but Herrick and Halligan said if they're raised properly, they're good pets.

Eddie Trinidad, who bathes dogs at Pet Supreme, said he wanted a Great Dane, but someone needed a home for a 2-year-old pit bull named Zara. Trinidad's father said no way, but they decided to give it a try and Zara won them over.

"She's sweet," said Zara. "The poodle mixes are the worst," he said of his grooming experiences, because owners assume they're docile and don't properly train them.

Trinidad brought Zara to the clinic to see if she'd been spayed. Dr. Halligan took a look, smiled and said, "She's good."

Donya Bell brought in two pit bulls she'd rescued, one that was abandoned and nearly dead in the Mojave Desert and another that she nursed back to health after it appeared to have been dragged behind a car, according to a vet.

The Lucy clinic will be in Sylmar two more days this week and three days next week, with spay/neuter fees of \$40 for cats and \$50 to \$80 for dogs other than pit bulls — an amount that doesn't even cover the cost. Herrick said his goal is to expand the nonprofit and have replica vans in all 50 states.

If you'd like to get your pet fixed, or adopt Smokey the cat, the mixed poodle or Donya Bell's rescued pit bulls, call the Lucy Pet Foundation at (855) 499-5829.

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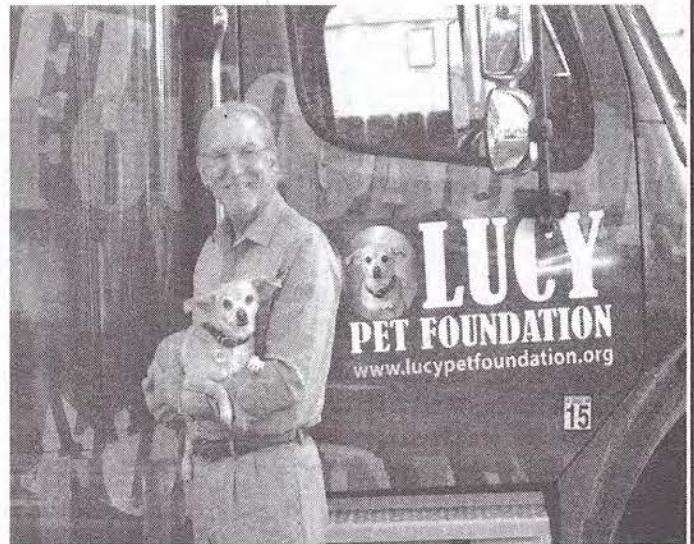
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Joey Herrick

Drumming Up Support to Spay and Neuter Pets Adds a New Natural Balance to His Life

By Lori Golden



Joey Herrick and Lucy

Joey Herrick is not a familiar name to most people, unless you happen to be an animal rescuer who has been on the receiving end of his generosity in past years through his donations of Natural Balance Pet Foods. He is a man who has re-invented himself at least three times - first as a drummer for John Davidson and other performers. Then as the co-founder of Natural Balance Pet Foods with Dick Van Patton. And currently as the man behind The Lucy Pet Foundation, a mobile

spay/neuter van which he hopes to one day replicate in all fifty states.

Joey was born and raised in the San Fernando Valley where he always had cats and dogs growing up.

"I pretty much connected with all my dogs," he says. "I had this great dog named Zar, a German Shepherd who lived to be about 14 years old. He was an unbelievable dog that was with me all the time. Zar had hip *dysplasia* and I remember taking him to the vet when he just couldn't get up any more. The vet said 'Joey, you really need to do the humane thing and put him down.' I got talked into it, figuring it was the best thing for the dog, and I remember that the vet took him away. We had him cremated and I got the ashes. I always hated myself for letting him take my dog and put him to sleep like that, so when I've had to do it since then, I said I'm not going to have my dogs die alone. When I've had to put other

dogs down because they got old or cancer or whatever, I always made sure I was with them and held them. That really sticks with me because there are so many great dogs."

"When I started the pet food company and I started dealing with the shelters I saw all these great dogs being euthanized. It's just horrible. They're just walking in, getting a shot and dying. It's a horrible thing that always stuck with me. It's why when I had Natural Balance I donated tons of food to all the animal rescue groups because it was my belief that the animal rescue groups were the ones doing all the work. They were the ones that actually started to cut animal euthanasia rates. When I first started it used to be 8 - 10 million animals every year being put to sleep. That number, depending on who you talk to, is probably down to 4-5 million. The animal rescue groups are the ones who do all the work. I can't do that now because I don't have access to the food any more, so

(cont'd on page 19)

**Just Say
NO
To The Greatest
Show On Earth**



Joey Herrick

(cont'd from p.1)

now I'm dedicated to trying to make their job easier and stop pet overpopulation, because you have to stop the animals going into the shelter."

Joey's first job was as a professional drummer. "If somebody would have told me when I was 15 years old that I would do anything other than play drums, I would have said, you're nuts. Because that's all I was trained to do. I spent every waking moment practicing my drums and I was fortunate enough to always work. My father was a professional musician so I played with his groups when I was around 13. But my first real professional job was with Poncie Ponce (from TV's *Hawaiian Eye*) who took me all over the country and taught me an enormous amount about show business and how to handle myself."

"When I was about 18 I became the drummer for John Davidson, who was very big in the '70's. I travelled all over the country with him, which was a lot of fun. That's where I really started to understand show business and I learned the power of celebrity - because I got to play on all these TV shows where I was around all these celebrities. That's why when I had Natural Balance I marketed it differently than any other company because I understood show business."

In 1980 John Davidson got his own afternoon talk show, so Joey stayed with him for that. And that is where Joey Herrick met Dick Van Patton, which would lead to a new venture benefitting animals.

"I met Dick when he guest hosted The John Davidson show, and we would spend our lunches together talking about animals. He was raising money with celebrity tennis tournaments for animal charities and I was walking dogs for animal charities, so we started talking about dogs. That was around 1981. I knew Dick was an animal lover, and we kind of hit it off."

Also in 1981 Joey learned a huge lesson when he tried to sell his own TV sitcom to the networks. Although he was able to pitch it to network executives, they basically laughed at him when they learned he was a drummer. Despite the fact that Joey was paying for the show himself, he let everyone talk him into things that didn't feel right to him, and the end result was that the show just wasn't funny. About a year later he ran into the producer he had hired who told him, "you almost did something that no one in this town has ever done. I know it's hindsight, but you should have gone with your gut, because we were wrong."

"That meeting set me up for the rest of my life because I have never ever gone against my gut again. I realized that day that if I'm going to fail at something, I'm going to fail because I was just wrong - my gut instinct wasn't right. I'm not going to fail because I wasn't strong enough as a leader to say no, this is how we're doing it."

That gut feeling led Joey to create Philly Dilly Chili, based on his good friend Phyllis Diller's chili recipe. "The food business people told me I had to come out with four products, otherwise I wouldn't have enough shelf space. I had two other products ready to go, but the last one I wanted to do was chicken chili. At that time the canned chili industry was all beef, and they tried to talk me out of it. Because of my experience with the TV sitcom, I held my ground and insisted on producing the chicken chili. It turned out to be really good and we were the first ones putting chicken chili on the market. Eventually Morehouse, the mustard company wanted it, so I sold it to them, because I was already thinking about doing dog food."

Around 1982 Joey decided to call his old friend Dick Van Patten and met with him about creating a new dog food. "I said, I want to start a pet food company. I want to elevate pet nutrition. How would you like to be involved with me? And Dick said, 'oh, I love animals. I'd love to be involved with you. Let's do it.' And that's how Natural Balance Pet Foods was born."

In the beginning they only had canned food and went into a supermarket out of town with it, but he learned how difficult it was because of the competition from Kal Kan and Alpo. "We didn't have enough marketing behind it and it failed." So they took a year off.

"I decided I really wanted to elevate pet nutrition, and started over, making a dry food this time," Joey continues. "Instead of going to grocery stores I took it where I felt, even in those days, 30 years ago, people cared about pet nutrition - to independent pet stores. And that's what helped it grow into a very big brand. I figured this would be a 2 or 3 year commitment, like the chili, and we'd just flip it and sell it. But then I got more and more into it and I really liked it."

"I'm very proud of our reputation within the industry, because people who I dealt with say great things about me and Natural Balance and how I ran it. They knew that I was one of the ethical, honorable and good guys in the industry, and I'm proud of what we achieved with that. When we had problems I went right out and tackled it. Dick always did our PR but 2007 was a horrible year because of the recalls. I told Dick I'd take care of it, and I did. We dealt with every problem above board, we told everybody what we were doing, and I'm most proud of the lab we built. It was a horrible time in the industry. We dealt with it not in the business way, but I did what was morally correct to do. I believe that making the right moral decisions is going to be the best business decisions. We actually grew that year probably 21% amidst all the recalls and stuff that was going on, because we handled it the way it should be handled... from the heart."

"Our customers treat their animals like their kids," says Joey. "Their dogs and cats sleep in their beds. They are an important part of the family and if they're feeding our food, and something's wrong with it, we have to do what's morally correct. I sleep good at night. I was proud of the product we developed, I was proud of the lab - I was the first one

(cont'd on next page)

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Joey Herrick

(cont'd from p.19)

to put code dates on the bags and on the internet so you could actually see that your food is tested."

In 2013 Del Monte bought Natural Balance, and Joey is no longer associated with the pet food that he created. Instead, he decided to re-invent himself one more time.

"I started The Lucy Pet Foundation because of the 80,000 dogs and cats that are euthanized each week in the United States," explains Joey. "I want to use my marketing expertise and my connections in the industry to eventually have 50 spay/neuter busses throughout the country. The dream is to get donations and turn them into something positive - by offering low cost or ultimately no cost spay and neuter in areas where people can't afford it - thus bringing down the euthanasia rate. I told my wife that I was going to take \$700,000 and start this mobile spay/neuter clinic, which will be our first one. I also said I'm never going to take a dime from The Lucy Pet Foundation ever. She said ok. And as one who has always wanted to travel, when she asked about that I said we're going to travel. We're gonna go to Barstow, Lancaster, Palmdale, Downey, Indio - all the places where pet overpopulation is out of control. That wasn't really the kind of travelling she wanted to hear, but that's what I told her. My goal is to make this into a huge, respected foundation, one that people know if you donate to The Lucy Pet Foundation a minimum of 90% is going to the animals. It's a foundation whose founder is not making any money off it. I want to be a charity that saves thousands of animals' lives and enriches their lives. I'm all about reducing pet overpopulation and any animal cause that benefits animal welfare."

With Natural Balance Joey got into the Rose Parade float business, breaking Guinness records along the way. Each float was very special and earned them billions of media impressions. Last year he did his first float for The Lucy Pet Foundation.

"It featured all dogs from shelters, some that were going to be euthanized," Joey explains. "There was also Daniel, who in addition to Lucy is one of our spokesdogs. Daniel was put into an Alabama gas chamber when he was 6 months old with 17 other dogs. When they opened the chamber door, 17 dogs were dead - except for Daniel. The attendant didn't have the heart to put him back in, figuring he'd eventually die - but he didn't. 24 to 25 states are still using gas to euthanize animals. It's a horrible way to die for an animal. So that is something I want to use my marketing expertise and my connections and get enough press to make a big deal out of it to stop it! Gas chambers are not cool! The float gave us a lot of awareness across the country and CNN did 3 1/2 minutes on our float, so from a marketing point of view it was terrific."

"Lucy is a Chihuahua mix my wife and son found in the mountains. She was all gray, her coat was a mess and she had tire marks on her. After attempting to find her owner we took her to the vet who said that other than being malnourished she was actually in pretty good shape for a dog that had been on her own for so long. Before getting her spayed I wanted to make her feel safe and comfortable with us, but then it turned out she was already pregnant and eventually had five puppies. We kept the first puppy she gave birth to (next to my son's head on his bed) and named him Theo, and found great homes for all of them. Her puppies' pictures are all on the side of our mobile van and they are all different sizes - so my Lucy was loose."

"I decided to name the foundation after Lucy, because it's about spaying and neutering and too many pets and here's Lucy, who had five puppies, and they were lucky. They all got great homes... but 80,000 dogs and cats a week aren't so lucky."

"Organizations that would like to have The Lucy Pet Foundation clinic at an event can call our office to see if it can be arranged. (805-499-5829) Our van is also set up for adoptions, so we can help

without doing spay and neuter at an event."

In this area later in June they will be at Red Barn in Tarzana on June 24, as well as for the Bark Avenue Foundation on June 28 and SEACA in Norwalk on June 29.

"My feeling is if we can go out - and break even - doing low cost spay and neutering then I'm happy because we're saving animals' lives and we're sustaining ourselves. People really don't know about us yet, so getting donations have been very slow."

"I am a successful businessman. I'm a successful marketing person. I've built brands into something and I understand business," says Joey. "There really aren't enough spay/neuter vans to get everything done. My goal is to have an animal charity where we're raising a hundred million dollars a year and 90 million of it goes to the animals, providing free spay and neuter and doing all these things that can really make a difference. There are too many great animals, and we have to make a change. We have to do something about this and that's what I'm trying to do. Go to our website and see what we're about. If you like what you see then donate to the Lucy Pet Foundation."

On their website at www.lucypetfoundation.org is a banner that reads - "A quarter a day for neuter and spay. For just \$7.50 a month, 25 cents a day, you can help reduce pet overpopulation and save thousands of homeless animals from being euthanized needlessly every year."

(On a personal note, I met Joey Herrick while I was publishing the predecessor of The Pet Press called The Red Barn Review. He was the one who suggested I change the name so I could put it in other pet supply stores. I did, and the rest is history. Thank you, Joey, for all you continue to do to save animals' lives.)

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Courtesy Bryan Lucy Pet Foundation

SAVING LIVES—Joey Herrick, founder of the Lucy Pet Foundation, stands in front of the blue van the nonprofit uses to travel throughout Southern California offering low-cost spay and neuter services.

Clinic on wheels battles pet overpopulation

■ T.O.-based foundation aims to take its mission cross country

By Darleen Principe
darleen@theacorn.com

About 80,000 dogs and cats are euthanized every week in the United States.

But one local nonprofit is taking on the arduous task of bringing that number down.

Joey Herrick, founder of Thousand Oaks-based Lucy Pet Foundation, said he and his band of animal advocates are fighting for national change.

"The majority of those euthanized (pets) are terrific animals that are put down simply because of space (constraints)," he said. "They're not dangerous or sick. The shelters simply don't have room for them."

"Things have to change and the only way to do that is to unite people on a national scale."

Herrick, former president of Natural Balance Pet Foods, sold his well-known brand and company to Del Monte Foods last July. He established the company with actor Dick Van Patten in 1989.

Since leaving Natural Balance, the longtime Westlake Village resident has been focusing his efforts on a passion project—a campaign to tackle the nation's pet overpopulation problem.

Last fall Herrick established the Lucy Pet Foundation, named after a chihuahua his family rescued from the streets five years ago.

He recruited Karen Halligan, a 12-year veteran of the Society for the Prevention of Cruelty to Animals (SPCA) Los Angeles, as the nonprofit's chief veterinary officer.

The foundation's primary vehicle for change is a traveling pet clinic called the Spay & Neuter Mobile, which travels to cities throughout Southern California offering low-cost spay and neuter procedures to pet owners.

In the past three months, Halligan and her veterinary staff in the big blue van have performed more than 300 procedures across the region.

"Our goal is to have 50 vans," Herrick said. "Right now we're working on getting one in the East Coast. We plan on having five or six by the end of 2014. We need a lot of them to make a real change."

The foundation aims to be able one day to offer procedures for free, Herrick said.

Besides spaying and neutering animals, the Lucy Pet Foundation partners with local animal shelters to conduct pet adoption events.

Herrick said the organization also acts as an advocate for animal welfare issues, particularly the inhumane gassing of dogs at shelters in many states.

On New Year's Day, the foundation unveiled a float at the Pasadena Tournament of Roses Parade that featured Daniel, a beagle with a harrowing survival story.

"At a shelter in Alabama, Daniel went into the gas chamber with 17 other dogs," Herrick said. "When the technician opened the chamber, Daniel was still breathing. The technician didn't have the heart to

put him back in the chamber.

"Daniel is now the spokesdog for the Lucy Pet Foundation."

Herrick said his dream for the foundation is to help educate Americans about the benefits of spaying and neutering their pets.

"(Pets) live longer if they're spayed or neutered," he said. "Their behavior is better. Not only are there health benefits, but by spaying and neutering them, you'll make a dent in stopping all those animals from getting killed every year."

The Lucy Pet Foundation is the nonprofit partner in this year's Conejo Valley Days event.

For more information or to make a donation, go online to lucypetfoundation.org.

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NEUTER MOBILE—Clinic on wheels hits the road to reduce pet overpopulation

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By Darleen Principe
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■ NEWS HOUND

SPAY AND NEUTER ON THE GO

The Lucy Pet Foundation takes low-cost sterilization on the road to curb pet overpopulation.

By Elaine Waldorf Gewirtz

Robin Rattelsdorfer of North Hills, Calif., wanted to adopt a dog, but when a friend saw two 6-month-old male Dachshund-Beagle mix puppies wandering through a park in Palmdale, Calif., Rattelsdorfer offered to give both dogs a home. "I fell in love with Kobe and Parker, but I didn't realize at the time that owning two dogs meant double the veterinary expenses," Rattelsdorfer says.

She contacted veterinarians and learned it would cost \$400 to \$600 to neuter each dog.

"Since I could only afford to neuter one, I made the appointment for Kobe, and Parker had to wait," Rattelsdorfer says.

But on Oct. 20, 2013, Parker was first in line at the Pet-i-Tude pet supply store parking lot in Granada Hills, Calif. That's when the then-16-month-old dog became the first pet neutered at low cost by the Lucy Pet Foundation's mobile spay and neuter clinic, which charges less than \$100 for spay and neuter procedures.

Currently, the big blue medical van travels to cities throughout Southern California, offering low-cost sterilization procedures for pets, but the vision is that this organization will become the first national spay-neuter program, with mobile vans serving pet owners across the country.

Renowned veterinarian and author Karen "Doc" Halligan, D.V.M., has spent more than a dozen years on the front lines of rescue as a shelter vet and now serves as the foundation's chief veterinary officer. Affordable spay and neuter services are vital to reducing pet populations, Halligan says, but they are most effective if they go out into local communities. In just the first four months of the Lucy Pet

Foundation's veterinary transport operation, about 500 dogs and cats underwent spay and neuter procedures.

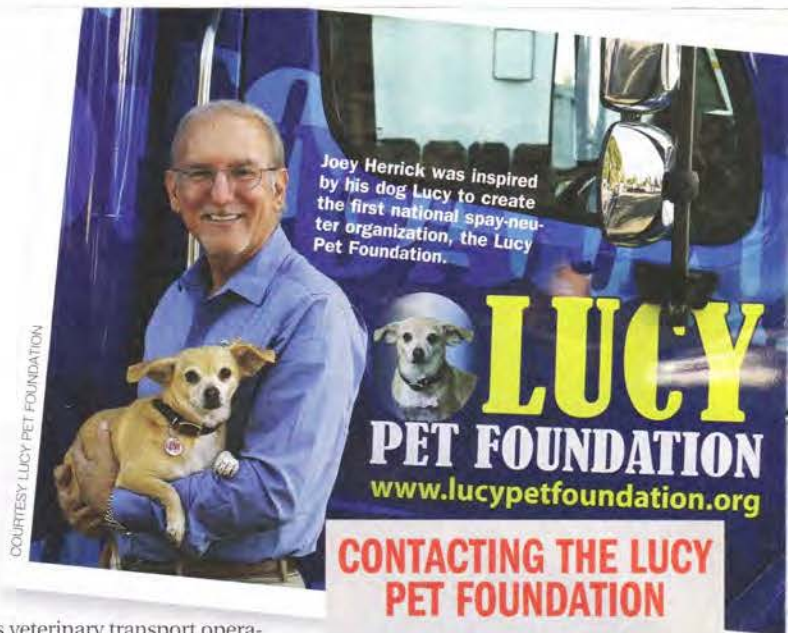
The Lucy Pet Foundation's founder, Joey Herrick of Westlake Village, Calif., plans to place mobile spay-neuter and adoption clinics in every major city in the country, preventing the unwanted births of tens of thousands of animals. Eventually, Herrick, a co-founder of Natural Balance Pet Foods, hopes to offer sterilization procedures without a fee.

A numbers game

"Our goal is to become the first national organization dedicated to promoting spaying and neutering," says Herrick, who used proceeds from the sale of his pet food company in 2013 to fund the spay-neuter startup.

"When I visited the Camarillo Animal Shelter in Camarillo, Calif., and learned that 80,000 dogs and cats are euthanized each week in the United States, I decided to change this horrible situation rather than just make a difference." By spaying and neutering pets, Herrick's foundation hopes to slow the influx of animals into shelters, and it partners with local animal shelters to conduct pet adoption events. "The shelter might adopt out 25 pets on the weekend, but takes in 40 during the week," Herrick says.

To spread the word to millions of people about the importance of rescuing and saving animals, the Lucy Pet Foundation sponsored a float in the 2014 Pasadena Tournament of Roses Parade. The float featured rescued dogs, including Daniel, a Beagle mix. Daniel was supposed to be euthanized in an Alabama shelter gas chamber with 17 other dogs. "But when



CONTACTING THE LUCY PET FOUNDATION

To learn where the Lucy Pet Foundation mobile unit appears next, call 855-499-5829, check the foundation's website at www.lucypetfoundation.org, or ask your local animal shelter.

Here are the current fees, including medication and anesthesia:

Cats: \$40

Dogs up to 10 pounds: \$50

Dogs 11-30 pounds: \$60

Dogs over 31 pounds: \$75

All pets must fast prior to surgery and need an appointment.

the animal control officer returned to the gas chamber, the dog was alive and greeted him with his tail wagging," Herrick says.

Today Daniel represents the Lucy Pet Foundation as a spokesdog at public appearances with his owner, Joe Dwyer of Nutley, N.J., the organization's East Coast director. The foundation also wants to act as an advocate for animal welfare issues, particularly stopping shelters from using gas chambers to euthanize pets.

Naming the foundation

Herrick knows firsthand about the overpopulation problem. Several years ago his son Dylan found a stray female Chihuahua mix across the street from their hillside home. Malnourished and dirty, with nails so long they curled into the pads of her feet, the dog bore tire marks on her back. The family named her Lucy, and Herrick took her to the veterinarian for an exam. After giving the dog a chance to settle into household life, Herrick scheduled an appointment to spay her three weeks later, but discovered Lucy was pregnant.

Continued on Page 59

NEWS HOUND

From page 14

"She had her first puppy on my son's pillow, and although I've never delivered puppies or raised a litter before, we managed," Herrick says. "We found great homes for all five of her pups."

Named after Herrick's dog Lucy, the Lucy Pet Foundation's colorful mobile unit depicts her on the exterior. With a price tag of \$220,000, the van carries Doc Halligan and four veterinary technicians. "When you consider the cost of anesthesia, the top-quality drugs we use, and other medical expenses, plus employing five professionals, it costs about \$3,500 to roll out this bus when we go out," Halligan says. "Everything inside is state-of-the-art, from the heated operating table, which helps maintain the dog's body temperature and increases survival rates, to the side panels that roll up so pets can see out."

Postsurgical swag

Every pet receives pain medication before and after the surgery, a small identification tattoo, an Elizabethan, or E-collar, and a Doc Halligan Loved Line pet ID tag powered by BARKCODE. This tag has a QR code printed on the back that links finders to the pet's profile online. To ensure the sterilizations go smoothly, a veterinary technician calls the owner after the surgery to check on the patient's recovery.

A typical day includes a variety of breeds and mixes. "We get everything from Poodles to pit bull-(types)," Halligan says. The veterinary team performs 20 to 30 spays and neuters in an eight- to 10-hour day. "We examine dogs prior to surgery, and they must be at least 8 weeks old and weigh 2 pounds," Halligan says. "Our mobile service accepts young, healthy dogs and cats, and we can't take sighthounds because of their increased risk during anesthesia, any sick or obese dogs, or pets older than 7 years."

Patients undergoing surgery can also receive low-cost vaccines and routine procedures, such as nail trims, anal gland expressions, and dewormings. The staff also explains why spaying and neutering is healthier for pets.

"They live longer and most importantly, it makes a dent in euthanizing animals," Herrick says. "We can help."

ELAINE WALDORF GEWIRTZ is the award-winning author of 16 dog books and shares her California home with Dalmatians.

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The Doc Is In

By Karen "Doc" Halligan, DVM



THIS IS THE FIRST INSTALLMENT OF A REGULAR COLUMN WRITTEN BY DOC HALLIGAN. LOOK FOR MORE IN OUR NEXT ISSUE.

Saving Grace

Years of being a shelter vet have taken me on a journey of heartbreak and hope.

I don't think you choose shelter medicine. It chooses you, and it changes your life forever.

More than 25 years ago I entered the University of California, Davis School of Veterinary Medicine with a plan to become an equine orthopedic surgeon. Little did I know that I would end up on a path to help change the way we treat pets in animal shelters across the country.

After graduating from vet school, spending several years in private prac-

tice and receiving media training in Los Angeles, I became a veterinarian at spcaLA, an animal-welfare organization that serves Southern California, where I eventually became the director of veterinary services.

Then and now

The first week I started at spcaLA, I traveled to a high-intake shelter to select some animals to bring to our shelter. I was shocked by what I saw: intact male dogs housed together,

fighting each other and bleeding in the runs; males and females who had not been spayed or neutered in the same cage; and terrible overcrowding. I asked where the vet was, but no one seemed to know. We pulled several dogs, broke up the fights and moved some animals around, but I left there in disbelief.

Fortunately, I have witnessed great strides in shelter medicine over the decades, in part because of the tireless efforts of all the folks



The faces of dogs and cats who don't survive high-intake shelters motivate Karen "Doc" Halligan's efforts to save all homeless pets.

working together on behalf of homeless animals. It requires a team effort to house a large number of animals.

As a shelter vet, I struggled daily with sanitation, husbandry and reducing the spread of disease. We were successful due to strict protocols and lots of caring volunteers who would alert us when they noticed an animal didn't seem right. The 20 or so volunteers who came in each day enabled us to remove any dog or cat who appeared sick out of the general population, so we could start treatment and prevent the spread of infection.

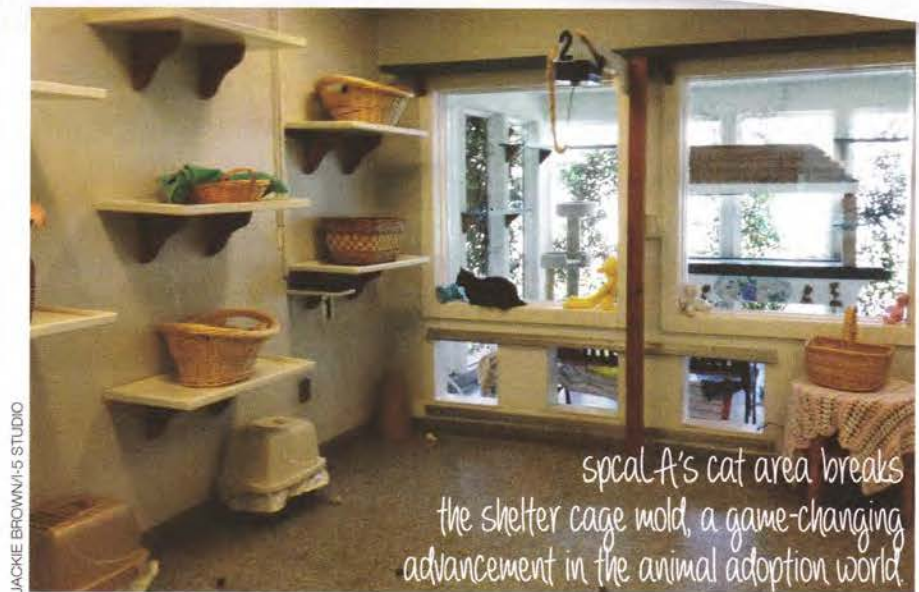
The situation continues to improve. In fact, I recently hosted a cable television show called "Pets 90210," and we featured a neonatal nursery where hundreds of kittens are being pulled from shelters and rehabilitated by mostly volunteers so that they can be put up for adoption. This would have been unthinkable 25 years ago.

The hardest part

Having to euthanize animals in the shelter for space is something I will never forget. You don't go to vet school for that. I quickly put up huge walls around my heart and even had a hard time listening to music because of the emotions it brought up. Over time, I could feel myself becoming hardened to the harsh reality of the shelter and growing more callous. You really push the emotions down. Sometimes they would crop up in inappropriate situations, and I would cry unexpectedly when those walls came down.

I was not required to euthanize the animals myself, but I did it anyway because I wanted to make sure that the animal felt love and not fear in her last moments of life. I have had to euthanize a dog after he licked my hand. I would look in their eyes and talk to them and tell them we loved them and were so sorry, and I know they understood. Sometimes I would say to my tech, who was holding the animal and hugging her, "Are we all going to go to hell for this?" Sometimes, we would

GINA CIOLE/5-STUDIO



JACKIE BROWN/5-STUDIO

spcal A's cat area breaks the shelter cage mold, a game-changing advancement in the animal adoption world.

buy the animal a hamburger. Always, we would love them no matter what. When I actually gave the injection, it fueled my desire to see things change.

To try to cope with the emotions that arise daily from working in such an environment, there are compassion fatigue courses for shelter workers. But one of the reasons I was able to last as long as I did in the shelter was my support staff. I had an incredible team of technicians. Together we were like a dysfunctional family and would rely on each other for support.

The good news is that the number of pets being put down in U.S. animal shelters has declined dramatically

in the past four decades. According to the Humane Society of the United States, the number of dogs and cats who are being euthanized today is about one-fifth of what it was in the 1970s. Even so, an estimated 80,000 animals are still euthanized in our country every week.

Moving on

As a shelter vet, I became an expert in animal cruelty and in testifying in court. I also became an expert at spay/neuter and even helped construct a spay/neuter center. I was fortunate to have had the opportunity to travel to Sri Lanka and teach my spay/neuter



Joey Herrick, Doc Halligan and Joe Dwyer in front of Lucy Pet Foundation's mobile spay/neuter clinic with Daniel the "miracle dog," who survived the gas chamber at an Alabama shelter.

skills to veterinarians there and then have them come out to LA where they were able to shadow me and learn how sophisticated the medicine is for our shelter animals. I was able to rehabilitate a large number of challenging medical cases, including victims of animal cruelty.

Still, after a period of time, you just can't continue the daily work of euthanasia anymore.

I left the spcaLA last year. It was so hard for me to leave. I felt like I was abandoning the animals, my staff and the mission I was advocating for. But in reality, it was the best thing I could have done.

Partnering for change

Soon after leaving the shelter I met Joey Herrick. At the time he was still at Natural Balance Pet Foods, the company he and his wife founded in their kitchen 30 years ago. He mentioned that he was buying a mobile spay/neuter clinic and asked if I would be interested in working for him when the time came.

Six months later, he invited me to lunch. As soon as I sat down, he asked

what kinds of animals were being put down in the shelters. I pulled out my iPhone with pictures of adorable kittens, cats and dogs — the faces who did not survive. As I showed them to him I began to cry. I could barely talk about how many great animals were being put down.

As a tear rolled down his face, he said, "You don't have to do that anymore. I want you to be part of the solution and head up the medical department of the Lucy Pet Foundation." Joey had sold Natural Balance and was investing some of the proceeds to make spay and neuter more accessible and affordable — and mobile.

As the chief veterinary officer for the Lucy Pet Foundation, I'm helping to reduce pet overpopulation. The foundation's goal is to deploy free and low-cost mobile spay/neuter clinics across the country while supporting causes that benefit animal welfare (more on the Lucy Pet Foundation in a future column).

A new perspective

For 13 years, I did nothing but live and breathe shelter medicine. I lectured at conferences, traveled to impoverished areas and disaster sites around the world, and worked feverishly at keeping the hundreds of animals in my care happy and healthy.

But writing this introductory column has been particularly challenging for me. I struggled with the fact that some people might judge me after reading this and might ask how I could euthanize an animal for space. At times I felt like a monster — only being able to select a handful of animals who would get a second chance at life and knowing what would happen to the rest who were not chosen.

Being away from the shelter has given me some perspective. I've had time to reflect on just how terribly hard it is to work day in and day out with animals whose lives will not all be spared. I feel that in the long run I became a more compassionate human being and one step closer to being able to love unconditionally, the way all the critters I've cared for do.

Now I feel like I have a purpose, a reason to live other than just myself. By halting the birth of unwanted pets, we can move toward a day when adoptable, healthy dogs and cats can all be saved. I hope you'll join me on my new journey with the Lucy Pet Foundation. Together, we can keep thousands of animals out of the shelters, prevent needless suffering, and, most importantly, save lives. *RM*

Veterinarian, author and celebrity spokesperson Karen "Doc" Halligan has developed a distinguished veterinary medical career while establishing herself as a national authority on animals. She is the author of the award-winning book Doc Halligan's What Every Pet Owner Should Know: Prescriptions for Happy, Healthy Cats and Dogs (Harper Collins, 2007). Doc Halligan is currently the chief veterinary officer for The Lucy Pet Foundation and shares her life in Marina Del Rey with Kinky and Nathan, two very spoiled and healthy cats.

To learn more about the Lucy Pet Foundation, please visit www.lucypetfoundation.com

The Lucy Pet Foundation, ordinary people doing extraordinary things



The Lucy Pet Foundation Team (Joey Herrick)

It seems all of today's headlines and news stories are focused on acts of violence or the latest news on celebrity activities. But what about ordinary, everyday people doing extraordinary things? How about genuinely good people who are living their lives with the goal of helping others, and making a change in the world that will affect not only themselves but future generations?

Joey Herrick is one of these modern day heroes who has devoted his life, not to material gain and fortune but to improving the lives of shelter pets, those whose lives hang in the balance every day because there are too many of them. Joey spent 29 years selling Natural Balance Pet Food. Over the course of those 29 years, he not only sold the food but donated millions of pounds of it to local animal shelters. Not to be a hero or to receive accolades for being a good guy but because, according to him "It was the moral thing to do."

Over a year ago when Joey was entertaining thoughts of retirement, he visited the Camarillo Animal Shelter in California and took a tour of the facility. Although Joey was impressed with the amount of love and care the animals received at the hands of the staff, it did not take away from the fact that they, like many other shelters have to euthanize animals for space. Ideally they would like to be a "no kill" shelter but reality is working against them; 20 animals can be adopted out in a weekend but 30 more will come in to take their place. In the U.S. alone, over four million dogs and cats are put down each year in shelters. That's over 80,000 a week.

The main factor that leads to this staggering ratio is, many people do not spay or neuter their pets, so puppies and kittens just keep multiplying. Unless people make the responsible choice and spay and neuter their pets the problem is never going to stop. Joey Herrick made a vow that day that he was going to come up with a program that would not only take care of the pet overpopulation at the Camarillo Animal Shelter, but all around the country. Thus, "The Lucy Pet Foundation" was born. Named in honor of Herrick's own rescue dog.

As The Lucy Pet Foundation nears its one year anniversary, Joey Herrick agreed to be interviewed for The Examiner to tell us about his work with the foundation and the long term goals.

Denise: Where is The Lucy Pet Foundation located?

Joey: Thousand Oaks California

Denise: Is The Lucy Pet Foundation an animal shelter or is providing spay and neuter services its main function?

Joey: It's not a shelter but a mobile spay and neuter service. We also get involved in current affairs such as the fight to end death via gas chambers, pet overpopulation and educating the public and children on how they can help end pet overpopulation. We also work in conjunction with the Boys and Girls Club in East. L.A.

Denise: When was The Lucy Pet Foundation founded?

Joey: The first spay and neuter event took place on October 18th 2013. Now we have 2 vans, one of which is going to Bakersfield, California and will be staying there due to the huge pet overpopulation. It will travel all around Kern County.

Denise: Since its inception, what kind of work has the foundation done for animals and rescues in the area?

Joey: 3500 animals have been spayed and neutered and 6000 animals have received vaccinations.

Denise: Is the foundation run by volunteers or actual staff members?

Joey: We started out with Dr. Karen Halligan as the Chief Veterinary Officer and also a registered Vet Tech. We also have a marketing person, and a person to drive the bus 3-4 days a week. But honestly, all of the tasks are shared among all of us. We all clean the bus and I often drive the bus myself. We are starting to get volunteers to help out with the events. They do not work on the bus but assist outside. All pets that are brought in have to be examined by a vet prior to the surgery. Some are turned away based on obesity or age as the surgery could be dangerous for them.

Denise: Joan Rivers is seen on video on your website, what was the late celebrity's involvement with the foundation?

Joey: Joan was a spokesperson who came to events. The last one she attended was in March. She graciously met everyone and signed autographs offstage. She was so nice, very charitable and very much an animal lover. She has always loved dogs and has adopted 9 shelter dogs over the years.

Denise: What are some future plans for the Lucy Pet Foundation?

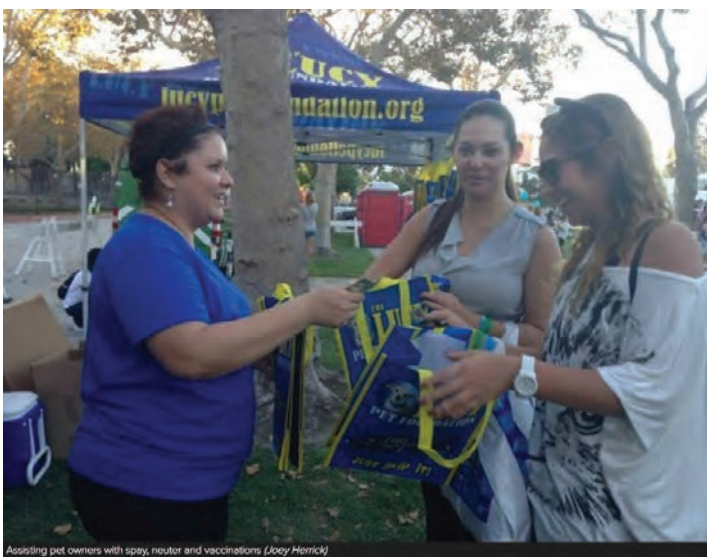
Joey: The long term goal will be to try and unite all rescue groups under one umbrella. I would like The Lucy Pet Foundation to be a large charity that is able to assist other smaller charities.

Denise: If readers would like to learn more and contribute to help the Lucy Pet Foundation, what can they do?

Joey: Visit our website at <http://www.lucypetfoundation.org>.

Thank you Joey Herrick for your work and dedication to reducing the pet overpopulation and bringing about much needed shelter reform. Maybe one day we will experience a world where no dogs or cats are killed merely because there is no room for them.

"A righteous man regards the life of animals"
PROVERBS 12:10



People and purposes

By April Balotro

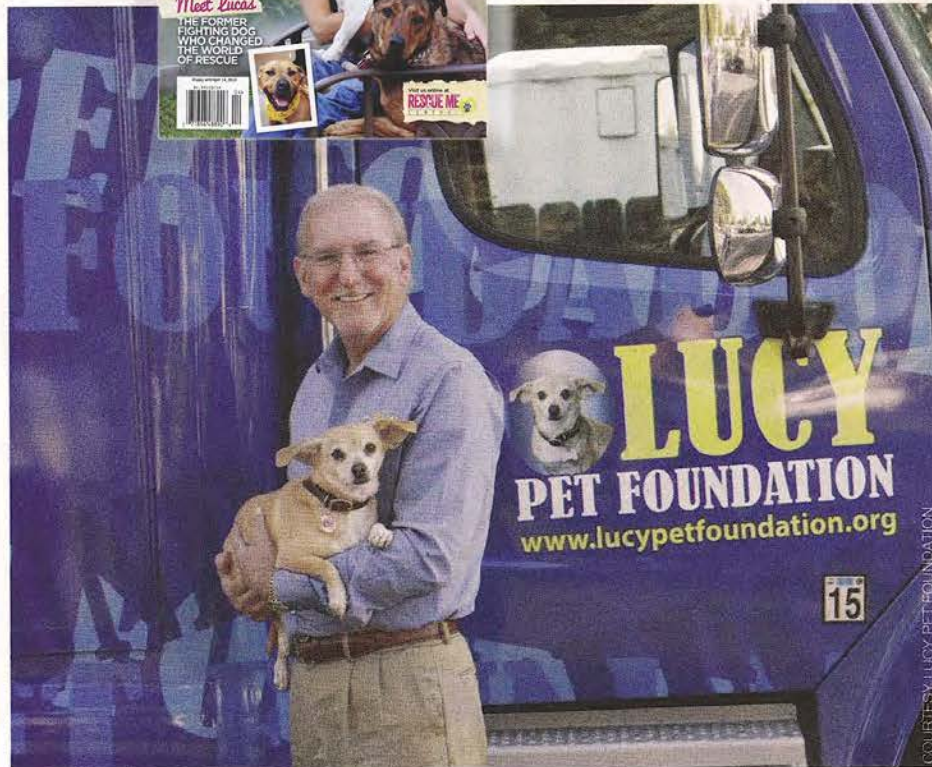
Welfare on Wheels

From Rose Parade floats to mobile spay and neuter clinics, Joey Herrick works to put animal rescue on the fast track.

You'd be hard pressed to deny Joey Herrick's dedication to improving the lives of animals. He cofounded Natural Balance Pet Foods, at first selling it out of the trunk of his car. In 2013, after selling his stake in the pet food company, he began the Lucy Pet Foundation, the first national organization dedicated to spay/neuter. Read more about Herrick's vision for making animals' lives better.

1. WHAT INSPIRED YOU TO START THE LUCY PET FOUNDATION? WHY DID YOU CHOOSE MOBILE SPAY AND NEUTER, AND ADOPTION AS YOUR AREA OF FOCUS? Once you go into the shelters and learn that over 80,000 dogs and cats a week are being euthanized across the country, it affects you. I knew I had to not just try and "make a difference," but I had to change this. After speaking with industry professionals, I realized the amount of animals coming in the front door is far greater than the animals being adopted. The only way to really stop that is to have a well-managed national spay and neuter program. That's why I decided to have affordable mobile spay and neuter clinics to get to the areas where they are needed most.

The mission of the Lucy Pet Foundation is to reduce pet overpopulation by having mobile spay/neuter clinics across the country and



Joey Herrick and rescue dog Lucy present a mobile spay-neuter clinic.

to support causes that benefit animal welfare.

2. YOU HAVE A LONG HISTORY WORKING IN THE PET INDUSTRY. HOW HAVE YOUR GOALS CHANGED THROUGH THE YEARS?

My goal is still the same: to enrich animals' lives. For the past 28 years I did that by pioneering great dog food formulas and making sure that high-quality ingredients went into those formulas. I donated tons and tons of food to animal rescue groups, who are the real heroes and go into shelters and rescue dogs and cats from death row and get them adopted. Now it's using all of my experience in the pet industry to get pet overpopulation under control and to eliminate the barbaric practice of shelters using gas chambers as a form of euthanasia.

3. WHAT IS YOUR VISION FOR THE MOBILE SPAY/NEUTER AND ADOPTION UNITS? HOW CAN THEY REDUCE SHELTER POPULATIONS FOR DOGS? FOR CATS? I want to have at least 50 mobile spay and neuter clinics all around the country. Each mobile is capable of doing at least 5,000 spay and neuters a year; that will significantly reduce pet overpopulation and the amount of animals going into the shelters.

4. WHAT ARE THE BIGGEST CHALLENGES TO ACHIEVING WIDESPREAD ACCEPTANCE OF SPAY/NEUTER INITIATIVES? HOW WILL YOU MEET THEM?

The biggest challenge is twofold:

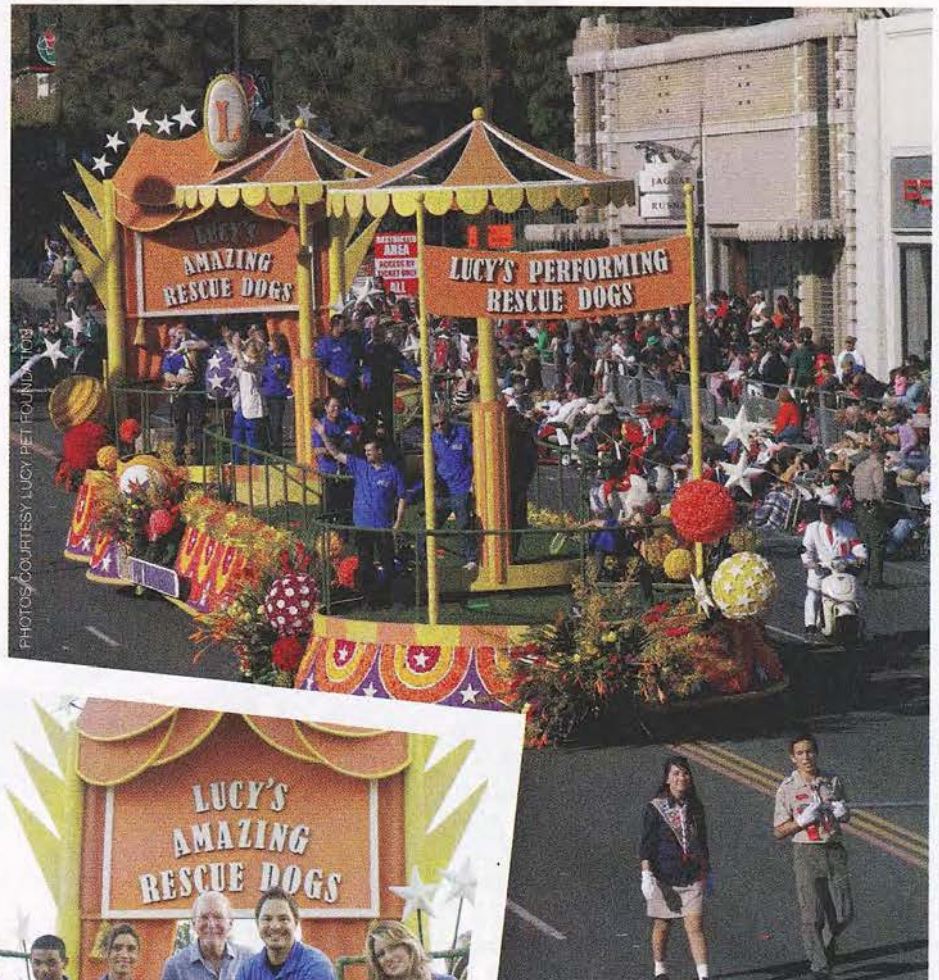
One, the education of the American public. People have to realize how out of control pet overpopulation is, and how many animals

are euthanized each year. Also to educate people on the health benefits of spay and neuter for their own pets. Cancer is the No. 1 killer of dogs and cats, after euthanasia. The risk of testicular and ovarian cancers is reduced to zero when an animal is spayed or neutered. They make better pets because they focus more on the family they live with when they don't have the urge to roam.

Two, we need to raise the money to do this. I personally put in over \$700,000 to get the Lucy Pet Foundation running. Now we need to raise money by grants, corporate sponsors, fundraisers and donors that believe in the Lucy Pet Foundation. We came up with the slogan "A quarter a day for neuter and spay." If we had 100,000 people in the United States donating \$7.50 a month, we could be running 18 trucks a year offering spay and neuter at no charge.

5. YOU'VE DONE A GREAT JOB CONNECTING WITH MILLIONS OF PEOPLE AROUND THE WORLD WITH FUN, EYE-CATCHING ROSE PARADE FLOATS, IN THE PAST WITH SKATEBOARDING AND SURFING DOGS ON THE NATURAL BALANCE FLOATS, AND IN 2014 WITH RESCUE DOGS ON THE LUCY PET FOUNDATION FLOAT. WHAT INSPIRES YOUR DESIGNS AND THEMES?

I get ideas from living life. Three years ago I was at the Mandalay Bay Hotel in Las Vegas with my kids. We were lying out by a pool that was making its own waves. I thought it would be a great idea for a Rose Parade float. I called the people who made the wave machine and said, "I need a wave that is 8 feet wide and 80 feet long for a Rose Parade float. They said, "Is this a joke?" I said "No!" The result was I set the Guinness World Record for the "World's Longest and Heaviest Float" for the 2012 Rose Parade



(with the Natural Balance surfing dogs float).

6. DO YOU HAVE ANY FLOAT PLANS YET FOR 2015?

Yes, I got the idea last year, but I can't tell you because I want it to be a surprise.

7. IS THERE SOMEONE IN YOUR LIFE YOU CONSIDER A MENTOR OR TEACHER?

My father always instilled in me the fact that you can achieve anything

Lucy Pet Foundation's 2014 Rose Parade float featured amazing rescue dogs performing tricks and inspiring viewers.

you want to achieve if you work unbelievably hard at it, and that your word and handshake means far more than any contract. Even though my father passed away many years ago, to this day, even when I'm getting discouraged and doubting myself, I think of him and finish the task.

8. IN 10 WORDS OR LESS, WHAT ADVICE WOULD YOU GIVE SOMEONE WHO WANTS TO HELP HOMELESS ANIMALS?

Join an animal rescue group and foster an animal today. @RM

For more information about the Lucy Pet Foundation, please visit www.lucypetfoundation.org



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The 10 Most Talked About 2015 Super Bowl Ads You Can Watch Right Now

From the selfie-obsessed Kim Kardashian to a Mercedes-Benz-driving tortoise, we've got a full look at some early Super Bowl XLIX ads.

Published 4 days 5 hr ago

BY: LOUIS RAMIREZ Senior Features Writer



This Sunday, millions of spectators will tune in to watch the New England Patriots take on the Seattle Seahawks during Super Bowl XLIX. But while most eyes will be focused on the battle that happens on the field, ours will be focused on the showdown that occurs off it, namely those 30-second spots which vie against one another for your attention.

In the past, Super Bowl ad productions have commanded upwards of \$12 million dollars, so naturally we're a little curious to see what agencies created for this year's game. And remember, you can always grab a quick refresher of last year's [2014 Super Bowl commercials right here](#).

So just what can you expect from this year's ads? Get a sneak peek below.



BMW
Quick Take: In a 1994 Today Show outtake, Katie Couric and Bryant Gumbel are stumped by the Internet and all of its weird symbols, so they turn to their assistant, Alison, to help explain the purpose of the @ symbol in an e-mail address. Fast forward to 2015 and the two can't grasp the concept behind BMW's new electric i3, so again they call Alison for an explanation. Is the i3 as revolutionary as the Internet? Definitely not. Can celebrities who don't understand tech afford to have their names misspelled.



Mercedes-Benz
Quick Take: Mercedes-Benz is going back, way back to your childhood with its modern-day take on an Aesop's Fable classic, The Tortoise and the Hare. In Mercedes' take, the tortoise naturally wins the day (and the hare's girlfriend) thanks to his 2016 Mercedes AMG-GT.



Budweiser
Quick Take: If it's a tear-jerker you seek, Budweiser's ad promises to hit you in the feels. The premise is simple: Last year's adorable Budweiser puppy has gone missing. Will the lil pooch be reunited with his equine buddy before the inclement weather and hungry wolves tear him to shreds? He certainly won't be sold online, that's for sure!



Dove
Quick Take: Speaking of feels, Dove's Super Bowl ad is a 1-minute montage dedicated to dads caring for the world. What the ad has to do with soap, we're not sure, but Dove's message is clear — caring men are masculine. We assume that also includes men who chug beer, have no kids, live in apartments, and watch the Super Bowl.



T-Mobile
Quick Take: The Un-Carrier network is spending a pretty penny winning over new customers with this Super Bowl ad, which has Kim Kardashian touting her, ahem, assets alongside the company's data rollover plans in this mock public service announcement.



Bud Light
Quick Take: Bud Lite's #UpForWhatever campaign is back, and this year its 90-second spot is dripping with 80s references, from a life-sized Pac-Man maze to a Richard Dawson-like game show host who prods the unassuming Bud Lite drinker into the aforementioned maze. Our only suggested edit: replace the Pac-Man ghosts with Buzzsaw and Fireball for a true 80s feel.



GoDaddy
Quick Take: GoDaddy is taking the puppy route with its Super Bowl ad, but before you reach for the Kleenex, know that the ad has already been pulled due to the harsh criticism it's received from early viewers. The ad follows a golden retriever puppy, who accidentally bounces off a pickup (ouch), and then makes his way home through harsh terrain. However, instead of a tear-filled reunion, his "owner" celebrates the puppy's return because she's just sold him online on her GoDaddy-hosted website.



Toyota
Quick Take: Paralympian Amy Purdy can snowboard, run, dance, and bike all while tweaking her own prosthetic legs in her spare time. If that's not enough to get you off the couch, perhaps Muhammad Ali's voiceover will, as he proclaims he's so mean he makes medicine sick.



Victoria's Secret

Quick Take: After a 7-year hiatus, Lima, Swanepoel, and the rest of the Victoria's Secret Angels are back in a cleavage-packed promo designed to remind us that Valentine's Day is fast approaching. Just remember, [we reminded you first](#). Albeit without the jiggling.



The Lucy Foundation

Quick Take: What starts as an epic game of dogs-versus-cats football ends with a swift kick in the heart when the Lucy Foundation "interrupts" a tie-breaking pass to announce that over 80,000 of our furry friends are euthanized every week at shelters across the nation. It's not the kind of ad we're accustomed to seeing on Super Bowl Sunday, but one with an important message nonetheless. Perhaps the folks at GoDaddy could take a hint.

Naturally, there will be many more ads debuting on Sunday, but what do you think of this first batch? Any likes, dislikes, or potential classics? Let us know in the comments section below.

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Pet Foundation's Kitten Bowl Ad Is Soooo Cute, and ... Oh God No, Wait, Seriously? Adorable spot is called for roughing the viewer

By Alfred Maskeroni

January 26, 2015, 10:07 AM EST

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Ikea Uses Poorly Assembled Billboards to Admit Its Furniture Is Hard



A good way to succeed on Super Bowl Sunday is to put a bunch of animals in your ad, though as GoDaddy learned, you have be careful with your message.

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Director Sam Nicholson (the visual effects wizard for AMC's *The Walking Dead*) and Stargate Studios teamed up with animal control group [The Lucy Pet Foundation](#) to create the cute ad below, which will air Sunday on the Hallmark Channel during the Kitten Bowl. Which, in case you're wondering, is basically Off-Broadway for Super Bowl ads.

Advertisement



The commercial features rescue animals playing football, and includes over 1 billion separate images, according to the client. (It's been submitted to Guinness to be recognized as the first Super Bowl Sunday ad to accomplish such a feat.)

We don't want to spoil the ending, so take a look below at this bittersweet tale. Hint: It's got something to do with the responsible deflation of balls.



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Accueil DANS LE MONDE Cats VS Dogs

CATS VS DOGS

34 J'aime 15 Tweet 18 +1 1

Publié le 30/01/2015 Par *Roxanne Gintz*



Au cas où le message ne serait pas passé : le Super Bowl arrive début février et son lot de publicités avec. Et tout le monde sait qu'une pub avec des chats et des chiens ça fait le buzz. Surtout si c'est pour les aider. Pov' bêtes.

On pourrait croire à une énième pub pleine de paillettes, d'effets spéciaux et vantant les mérites de la super nation américaine sur fond d'hymne national. On y est presque mais en fait non. Exceptés les effets spéciaux utilisés (réalisés par Sam Nicholson de *Walking Dead* et le Stargate Studio), le stade plein à craquer, il ne faut pas se réjouir trop vite.

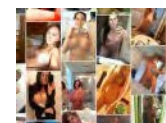
Affublés de dossards et de casques de protection, les chats du Bengal affronteront les chiens de Brooklyn. Un coup de sifflet et la balle est lancée. Casper récupère le ballon, il tente une avancée. Mais Globule le plaque. Attention, Bob saute... Mais non, le match s'arrêtera là, il ne s'agira pas d'une pub présentant nos animaux à notre image ou celle de marionnettes. Mais plutôt d'une campagne de sensibilisation de la part de l'association Lucy Pet Foundation pour l'euthanasie des chats et des chiens : ils sont 80 000 à être euthanasiés par semaine.

Après avoir vécu une année riche en vidéos de miaulement et aboiements attendrissants, il semblerait que la "mode" soit à la sensibilisation de la cause des animaux. Pour ce faire le scénario visant à tromper les spectateurs en leur faisant croire à une belle histoire de chiens ou de chats pour finalement leur rappeler leur condition semble être la méthode la plus utilisée. La pub pour Puppy Swap en atteste.

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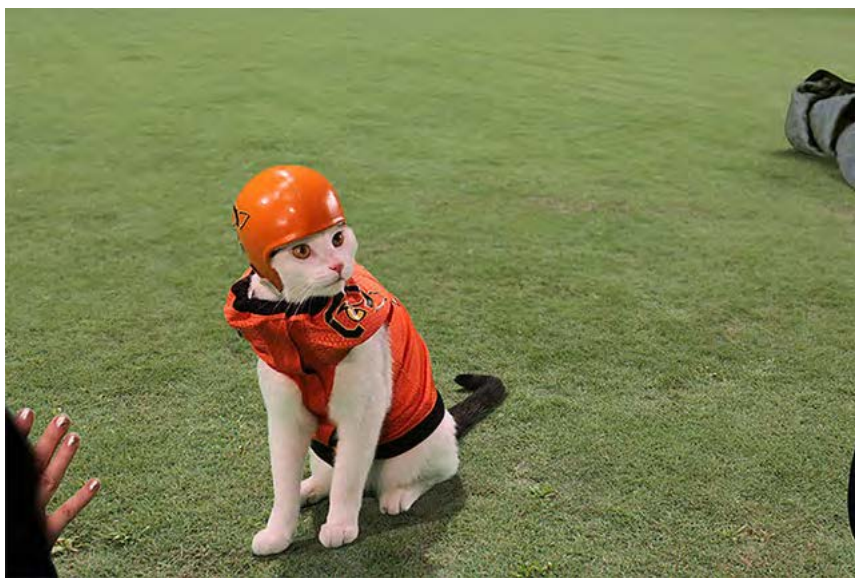
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Paris - 27 mars 2015
Par Cédric Deniaud

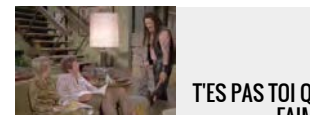
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From brain-devouring zombies in "The Walking Dead" to crime-scene bloodshed on "CSI," special-effects wizard Sam Nicholson has delivered gore galore to television viewers. But he says nothing has personally affected him more than the commercial he made for Super Bowl Sunday.

Related



Super Bowl fun for the whole family

It's a rare ad urging viewers to spay or neuter their pets and uses elaborate computer-generated images and live-action shots of cats and dogs in pet-sized football helmets and pads facing off in a stadium full of cheering fans, falling confetti and exploding flashbulbs. It won't air during the New England Patriots-Seattle Seahawks matchup Feb. 1 but on one of the game-day alternatives for animal lovers — the Kitten Bowl.

The Hallmark Channel hosts the feline counterpoint to the beloved Puppy Bowl. Both are cute contests over athletic competition, with young pets romping across tiny turf fields, pushing around toy balls and pawing one another rather than scoring touchdowns.

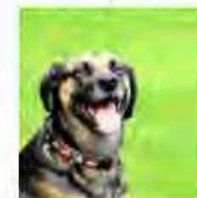
In between cuddly cats, the commercial will promote sterilization. It's not the most crowd-pleasing cause, but animal welfare agencies say it's an effective way to reduce the number of homeless cats and dogs that are euthanized.

"I promised my best people because it was close to my heart," said Nicholson, owner of Stargate Studios. "I believe in the cause."

The ad is the brainchild of Lucy Pet Foundation founder Joey Herrick, whose group aims to start up a fleet of spay-and-neuter vans to travel wherever dog or cat overpopulation is a problem.

His foundation launched a social media campaign in the hope scores of people will see the ad, which pans into a stadium where live-action pets in uniforms face off in a mock

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championship, barking to hike the football, catching it in their mouths and getting cheers from real and computer-animated animal fans.

Associated Press

Nicholson fused computer-generated images with live-action video and as many as 80,000 individual photos of dozens of pets brought in by staff members or rescued from shelters.

While the pets in the audience got lessons in quick changes, the dogs and cats on the football teams took fast-tracked training on how to be comfortable under the weight of shoulder pads and helmets. Nicholson said he shot all the parts, then pieced them together like a large, layered puzzle.

"All the dogs and cats in the stadium are individually photographed elements, dressed in every outfit we could think of," Nicholson said. "We synchronized them so they looked left to right when the ball was going that way."

To get the dogs to look from one side to another, someone would run behind the camera with a hot dog. For cats, they put kitty food on a stick and ran.

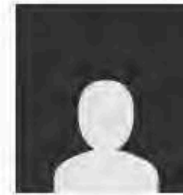
Nicholson photographed most of the animals in front of a green screen to eliminate distractions.

"We used the same dogs in sunglasses, lots of wardrobe changes, crazy hats and tutus — all dressed up — cats in muscle suits, Chihuahuas in ballerina outfits," he said.

The ad would have cost about \$1 million, Nicholson said, but he donated nearly 90 percent of it toward the foundation's cause. Herrick's organization believes overpopulation is the biggest challenge to animal welfare: Shelters euthanize millions of unwanted cats and dogs every year.

"You have to stop the influx," said Herrick, who created a mobile spay-and-neuter clinic in Thousand Oaks, northwest of Los Angeles. "There are too many animals coming in."

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These Cats And Dogs Aren't Just Playing Football, They're Here To Deliver An Important Message

The Huffington Post | By Dominique Mosbergen

Posted: 01/30/2015 10:07 am EST | Updated: 01/30/2015 10:59 am EST



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Every week, tens of thousands of cats and dogs are euthanized in U.S. shelters. That's **millions of healthy, adoptable animals that are put down** each year.

The **Lucy Pet Foundation** reminds us of this sobering fact in a moving, Super Bowl-themed ad, in which padded and helmeted cats and dogs are pitted against each other on a football field.

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The commercial is adorable, but it sure packs a punch.

The Lucy Pet Foundation is a California-based charity that's working to end shelter overpopulation through adoption, as well as through spay and neuter campaigns. The new ad will make its TV debut during Sunday's **Kitten Bowl** -- the feline football championship -- on the Hallmark Channel.

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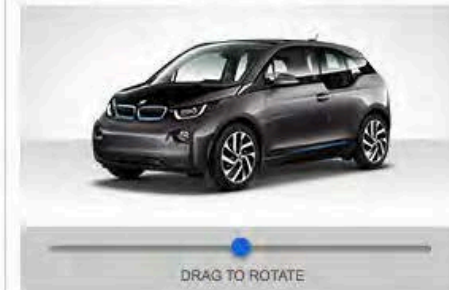
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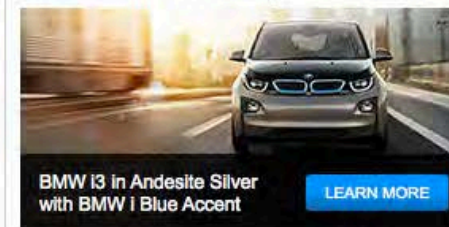
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2015 SUPER BOWL COMMERCIALS

UPDATE: The Lucy Bowl Commercial Is Out

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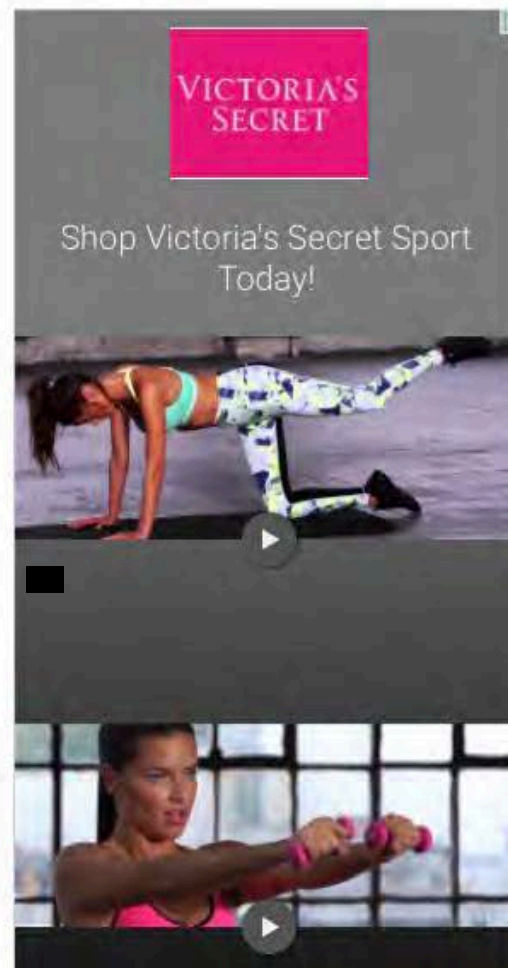
Earlier we shared with you a teaser for the upcoming "Lucy Bowl" commercial that will air during Hallmark's beloved annual Kitten Bowl. Now we can show you the entire, final version. We could

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It's Here! The "Lost Dog" Budweiser Puppy Super Bowl Commercial

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have made a pun along the lines of "meow we can show you the final version," but when you see the end of the ad, you'll understand why we didn't.

This is pretty tough material, folks. If you want a lighthearted laugh, check out VW's classic "Get Happy" Super Bowl commercial from two years back. If you want to face the facts about a troubling, all-too-true topic, then watch this spot and share it with others, and visit www.LucyPetFoundation.org



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Doc Halligan · Chief Veterinary Officer at The Lucy Pet Foundation
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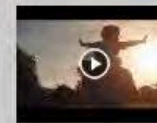
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Renee Zellweger



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Renee Zellweger Helps Lucy Pet Rescue Dogs From Overcrowded Houston Shelters

Lori Ennis September 19, 2017

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After the devastation from Hurricanes Irma and Harvey, Lucy Pet Foundation relocated 64 dogs from overcrowded Houston shelters and got a big surprise when actress Renee Zellweger came to help!

[Lucy Pet Foundation](#) is well-known for its philanthropic work done for pets. They provide spay and neuter services in an effort to raise awareness about pet overpopulation and to help pets in shelters find their forever homes. As many pets were surrendered and displaced as a result of the massive flooding in Houston from Hurricane Harvey, Lucy Pet stepped in to relieve some of the overcrowding from Houston animal shelters.



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Lucy Pet chartered a plane to pick up 64 dogs who'd been in overcrowded shelters, with the goal of relocating them to Oakland, California to find homes.



Joey Herrick is the founder of the Lucy Pet Foundation and he saw a need for the airlifting due to the severe overcrowding in the Houston shelters. His goal was to take dogs who had been in the shelter before the storm to places where they could be adopted, while making more room for animals that were rescued from the flooding after the hurricane.

Related: [Liev Schreiber Adopts Two Hurricane Harvey Pups](#)

Volunteers helped load the pets at the airport, and got a big surprise when actress Renee Zellweger showed up to help Dr. Karen Halligan (the Lucy Pet Foundation veterinarian) load the animals on the plane! Zellweger is a native Texan and well-known friend to animals and said she just didn't feel like a donation was enough. She wanted to be on the ground, helping out, and she did just that as she sent those pets off with lots of snuggles and love!



Lucy Pet hopes to make several more of these trips to relieve overcrowded shelters and help all Houston's pets find homes.



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the Burbank Leader



Times Community News / Burbank Leader / News

Homeless pets displaced by Hurricane Harvey touch down at Hollywood Burbank Airport



By Anthony Clark Carpio - Contact Reporter

NOVEMBER 17, 2017, 4:03 PM

Local nonprofits and pet stores are hoping to find more than five dozen cats and dogs displaced by Hurricane Harvey new homes in Southern California.

The Lucy Pet Foundation, a Westlake Village-based nonprofit best known for its free mobile spay and neuter clinics, flew in 63 animals from Houston, Texas, to Hollywood Burbank Airport on Thursday and distributed them to several nonprofits and pet stores to be put up for adoption.

More than a dozen volunteers from the various groups gathered on the airfield tarmac next to Atlantic Aviation's hangar on Sherman Way and started off-loading small and large plastic kennels with cats and dogs of various ages inside.



Pet handlers from all around Southern California help unload a plane filled with pets in crates, arriving from Houston, Texas, at Atlantic Aviation in Burbank on Thursday, November 16, 2017. (The Bojor / Burbank Leader)

As soon as each animal was accounted for, they were quickly placed into the backs of SUVs and vans to be taken to pet stores and foster locations.

"Every pet needs a home," said Dani Caouette, owner of Shelter Hope Pet Shop in Santa Clarita. "We saw them abandoned in Texas, and we know that they're suffering, so we're bringing them into our stores to help them find a new home."



A crate with kittens is unloaded from a plane filled with pets flown from Houston, TX, at Atlantic Aviation in Burbank on Thursday, November 16, 2017. (Tim Berger / Burbank Leader)

Jim Edwards, who works for Theresa's Country Feed & Pet in Simi Valley, said it is important that animal nonprofits and stores help homeless Texas pets in their time of need.

"We can't have these animals put down," Edwards said. "We need these animals to go to homes where people will love them and make them feel safe for as long as they live on this planet."

Joey Herrick, founder of the Lucy Pet Foundation, said there have been hundreds of animals held the past three months in an abandoned supermarket in Houston that was converted into a temporary animal shelter. However, the facility is scheduled to close on Dec. 7 and could result in those animals being euthanized.



An Akita, in a crate, is unloaded from a plane loaded with other pets rescued by Lucy Pets at Atlantic Aviation in Burbank on Thursday, November 16, 2017. (Tim Berger / Burbank Leader)

The pet delivery in Burbank was the fourth drop-off of animals from Houston that Lucy Pet has made in the United States. Herrick said his organization has previously transferred cats and dogs to Oregon, Rhode Island and New York.

Herrick said he has been amazed at the generosity and support that other nonprofits and businesses across the country have given his organization to give the hundreds of animals affected by

Hurricane Harvey another chance.

"Many rescue groups have gotten together to make this happen," Herrick said.

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Twitter: [@acocarpio](https://twitter.com/acocarpio)

Photo Gallery: Lucy Pet Foundation rescues planeload of pets originating from Houston, TX



Photo Gallery: Lucy Pet Foundation rescues planeload of pets originating from Houston, TX

(Tim Berger / Staff Photographer)

Founder of Lucy Pet Joey Herrick unloads a pet crate flown in from Houston, TX, at Atlantic Aviation in Burbank on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California.

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Photo Gallery: Lucy Pet Foundation rescues paneload of pets originating from Houston, TX

Founder of Lucy Pet Joey Herrick unloads a pet crate flown in from Houston, TX, at Atlantic Aviation in Burbank on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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Photo Gallery: Lucy Pet Foundation rescues paneload of pets originating from Houston, TX

Houston Astro pitcher Lance McCullers Jr. helps unload crates of pets to transfer to Burbank, CA, at an airport in Houston, TX on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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Photo Gallery: Lucy Pet Foundation rescues paneload of pets originating from Houston, TX

An Akita, in a crate, is unloaded from a plane loaded with other pets rescued by Lucy Pets at Atlantic Aviation in Burbank on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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Photo Gallery: Lucy Pet Foundation rescues paneload of pets originating from Houston, TX

Volunteers and pet handlers unload pets from a ramp with pets flown in from Houston, TX at Atlantic Aviation in Burbank on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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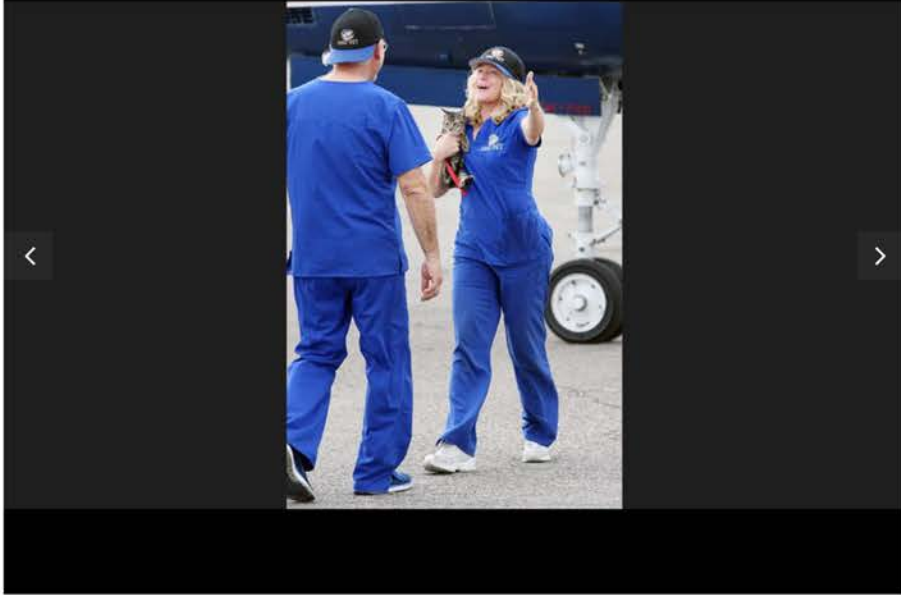


Photo Gallery: Lucy Pet Foundation rescues planeload of pets originating from Houston, TX

Lucy Pet Foundation Chief Veterinary Officer Karen Halligan holds a kitten as she is about to embrace Lucy Pet founder Joey Herrick after arriving from Houston, TX with a planeload of pets at Atlantic Aviation in Burbank on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. Lucy Pet has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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Photo Gallery: Lucy Pet Foundation rescues planeload of pets originating from Houston, TX

A crate of kittens sits with other pets, divided between organizations that will help find homes for the pets that were just flown in from Houston, TX at Atlantic Aviation in Burbank on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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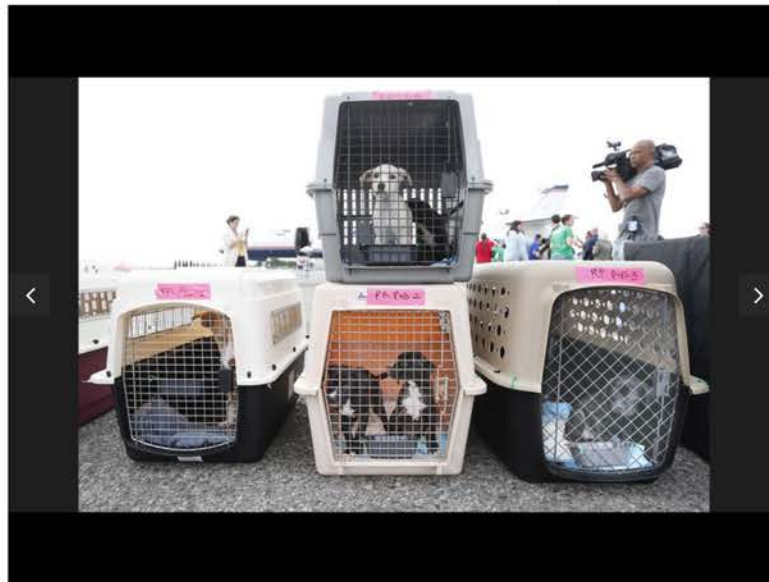


Photo Gallery: Lucy Pet Foundation rescues planeload of pets originating from Houston, TX

Pets that hours ago were in overrun shelters in Houston, TX, sit on a tarmac at Atlantic Aviation in Burbank after being unloaded from a plane on Thursday, November 16, 2017. Pets from owners in Houston, TX, were dropped off at area animal shelters after Hurricane Harvey destroyed tens of thousands of homes displacing many thousands of residents to shelters where pets were not allowed. The Non-Profit Lucy Pet Foundation has made four trips and rescued a couple hundred cats and dogs and relocated them around the country, with this flight the first to Southern California. (Tim Berger / Staff Photographer)

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SPORTS

Astros pitcher Lance McCullers Jr. helps homeless Houston pets find forever homes

By Cory McCord - Digital News Editor

Posted: 8:41 PM, November 16, 2017

Updated: 11:27 PM, November 16, 2017



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HOUSTON - When he's not winning World Series games, Astros pitcher [Lance McCullers Jr.](#) is helping the Houston-area community.

That includes the adoptable pet community.

PHOTOS: [Lance McCullers helps adoptable Houston pets affected by Harvey](#)



On Thursday, McCullers helped load 50 homeless Houston shelter dogs and cats affected by Hurricane Harvey onto a charter plane being flown to California, where forever homes for the animals will be found.

The California-based nonprofit Lucy Pet Foundation charters planes to help relocate adoptable dogs and cats from overcrowded Houston shelters.

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**LOS ANGELES ANIMAL SERVICES AWARDS LUCY PET FOUNDATION
\$500,000 CITY CONTRACT TO PROVIDE MOBILE SPAY & NEUTER SERVICES
TO LOW-INCOME RESIDENTS**

LOS ANGELES---- In its ongoing commitment to reducing unwanted pet births, the City of Los Angeles Department of Animal Services has awarded The Lucy Pet Foundation a \$500,000 per year contract to provide free mobile spay and neuter services to resident pet owners in low income areas of the city.

According to Brenda Barnette, General Manager of LA Animal Services, "I am thrilled to welcome The Lucy Pet Foundation to our team. As one of the fastest growing non-profit animal assistance organizations in our city, The Lucy Pet Foundation will bring the highest quality state-of-the-art spay and neuter services to our underserved areas. The organization has exemplified the kind of dedication and capability our department needs to assist and further our ongoing efforts to reduce unwanted pet births.

Joey Herrick, founder of The Lucy Pet Foundation, has devoted many years to promoting the adoption of rescue pets. As the creator and former president of Natural Balance Pet Foods, Herrick has redirected much of his success to creating The Lucy Pet Foundation whose centerpiece has been the Mobile Spay & Neuter vans.

Dr. Karen Halligan, graduated of U.C. Davis Veterinary School, is the Chief Veterinary Officer for The Lucy Pet Foundation, and has over 26 years experience providing excellent veterinary service.

Halligan said, "We are grateful and excited about our partnership with Los Angeles Animal Services and look forward to performing our goal of 10,000 spay & neuter procedures throughout the city in the next two years. We are committed to stopping the excessive influx of animals going into shelters."

For further information on upcoming scheduled dates and locations for the LA Animal Services/ Lucy Pet Foundation mobile spay & neuter clinics, please visit:

www.lucypetfoundation.org

www.laanimalservices.com

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KAREN "DOC" HALLIGAN

www.dochalligan.com
www.lucypetfoundation.org

Renowned veterinarian, author, and celebrity spokesperson Karen "Doc" Halligan has developed a distinguished veterinary medical career while establishing herself as a national authority on animals. She was a sought-after pet health expert and featured spokesperson in the media during the pet-food recall crisis and provided veterinary care at ground zero in Louisiana in the aftermath of Hurricane Katrina.

Doc Halligan is the author of the award-winning book *Doc Halligan's What Every Pet Owner Should Know: Prescriptions for Happy, Healthy Cats and Dogs* (HarperCollins, 2007) and has authored numerous articles for PARADE magazine and other media. She has appeared regularly on television on the *Home and Family Show*, *Katie Couric show*, *the Doctors*, *Bonnie Hunt Show*, *Kelly and Michael*, *the Today Show*, *the Mike and Juliet Show*, *iVillage Live*, *Dr. Drew's Lifechangers*, *The Insider*, *CBS Early Morning Show*, *Fox and Friends*, *Dog Tales*, *Animal Rescue 911* and *Extra TV*. On Animal Planet, she frequently appears on *Dogs 101*, *Cats 101* and *Americas's Cutest Pets*.

In addition to being a skilled surgeon in spay/neuter techniques; she was the director of veterinary services for the spcaLA for over twelve years and is an expert in animal-cruelty, having prepared in excess of over one hundred cases for trial as well as testifying as an expert witness. Additionally, she has presented lectures to law enforcement on the successful use of forensics in animal cruelty prosecution. For the past four years, she has served on the board of directors of the American Red Cross of Santa Monica and is currently developing emergency service protocols for pet owners that can serve as a national model.

A native of San Diego, Calif., she double-majored in theater and zoology while performing in animal shows at the San Diego Zoo. In 1989, after graduating from the University of California, Davis, Doc became acutely aware of the tremendous pet overpopulation problem and seeking to give a voice to animals and help pet parents everywhere, she moved to Los Angeles in 1993 and began to passionately lobby on animal- welfare issues.

She is a member of the Screen Actors Guild, American Federation of Television and Radio, American Veterinary Medical Association, California Veterinary Medical Association, Southern California Veterinary Medical Association, The Association of Shelter Veterinarians and The American Veterinary Law Association.

Doc practices general medicine and surgery on Sundays at Marina Veterinary Center in Westchester and is The Chief Veterinary Officer for The Lucy Pet Foundation. She currently shares her life in Marina Del Rey with Kinky and Nathan, two very spoiled and healthy cats!

Dr. Karen Halligan
P.O. Box 12474
Los Angeles, CA 90066
310-525-6046
dochalligan@lucypetfoundation.org
www.dochalligan.com

PROFESSIONAL EXPERIENCE

Chief Veterinary Officer
The Lucy Pet Foundation
Thousand Oaks, CA
2103-present

Staff Surgeon/Associate Veterinarian
Marina Veterinary Center
Westchester, CA
2009-present

Shelter Veterinarian/Surgeon
Irvine Animal Care Center
Irvine, CA
2012-2013

Shelter Veterinarian/Surgeon
SEAACA
Downey, CA
2012-2013

Director of Veterinary Services
Society of Prevention for Cruelty to Animals, Los Angeles
spcaLA
Los Angeles, CA
2000-2012

Staff Surgeon
SpcaLA Specialty Spay/Neuter Center
Los Angeles, CA
2008-2012

Staff Surgeon/Associate Veterinarian
VCA Petville Animal Hospital
Venice, CA
2004 – 2009

Relief Veterinarian/Surgeon
VCA Animal Hospitals in Southern California
Los Angeles, CA
2000-2009

Emergency Veterinarian
Numerous emergency clinics in Southern California
Los Angeles, CA
1989-2009

EDUCATION

University of California, Davis Veterinary School
Doctorate, 1989
Davis, CA

University of California, Davis
Bachelor of Science, 1985
Davis, CA

San Diego State University
Undergraduate Studies
San Diego, CA 1980-1984

MEMBERSHIPS AND ASSOCIATIONS

American Red Cross of Santa Monica
Board member, 2009 to present
Chair, Programs and Services, 2010
Co-Chair, Major Gifts 2011
American Veterinary Medical Law Association
American Veterinary Medical Association
California Veterinary Medical Association
Southern California Veterinary Medical Association
The Association of Shelter Veterinarians
New York Veterinary Medical Association
Screen Actors Guild/American Federation of Television and Radio
Animal Assisted Therapy Program, spcaLA

BOOKS

Doc Halligan's What Every Pet Owner Should Know: Prescriptions for Happy, Healthy Cats and Dogs (HarperCollins, 2007)

PUBLICATIONS

PARADE magazine:

“Should You Get Pet Insurance?” (April 22, 2007)

“The Right Food for Your Pet” (September 2, 2007)

“Smart Ways to Travel with Your Pet” (September 23, 2007)

“How to Protect Your Pets from Holiday Hazards” (December 9, 2007)

“How to Save Money on Your Vet Bills” (January 27, 2008)

“When Your Pet Is Overweight” (February 10, 2008)

“Surprising Pets” (April 6, 2008)

“How to Protect Your Pet from Cancer” (May 11, 2008)

“How to Save Your Pet's Life” (June 22, 2008)

“Choosing Your Dog: Mutt or Purebred” (August 3, 2008)

“When to See the Vet” (Nov. 2, 2008)



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Ricky the Rescue Cat
Ricky was adopted from the LUCY Animal Shelter, Los Angeles, CA

Tasha Lucy Tully Stanley Coco

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Toll Free 855-499-LUCY

