

Campaign Encourages Men to Get Dogs Fixed

Michigan's Hooters for Nooters campaign targets male pet owners of male pets.

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Hooters of Grand Rapids, Mich., Nooters Club and C-SNIP, a local spay-neuter clinic, recently partnered to launch the Hooters for Nooters campaign, which aims to encourage pet owners to get their animals fixed by offering two reduced-cost clinics on Sept. 26 and Oct. 3.

The campaign is specifically targeting male pet owners who often avoid neutering male pets, according to Linda Wasche, founder of Nooters Club, a Michigan-based company that uses light-hearted cartoons to promote spay-neuter surgery.

To participate in the reduced-cost clinic, pet owners must register and pre-pay for their dog or cat at Hooters of Grand Rapids at 3835 28th St. on Wednesday evenings from 5:30 p.m. to 7:30 p.m., Sept. 23 and 30. They can also register by contacting C-SNIP at 616-455-8220.

The cost is \$55 for male dogs and \$25 for male cats. The Sept. 26 clinic will be devoted to dogs while the Oct. 3 clinic will be for cats.

Pet owners who register their pet will receive a free breakfast the day of the clinic and a goodie bag filled with restaurant discounts and pet supplies.

"We want to help pet owners in these tough economic times while calling attention to the problem of pet overpopulation," said Ross Dew, general manager of Hooters in Grand Rapids. "This is a great way to give back to our customers and to help the community."

In addition, Hooters of Grand Rapids customers can order specially featured items such as boneless chicken wings and drinks like "Cat Nip" and "Nut Cracker" promoting the Hooters for Nooters campaign. They can also purchase a special edition Nooters Club T-shirt with part of the proceeds going to C-SNIP. The offer will last throughout September.