

Mobile Groomers Aim to Boost Dog Adoptions

Wag'n Tails calls on mobile grooming van owners to help shelter dogs find homes.

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Wag'n Tails Mobile Conversions, a Granger, Ind.-based manufacturer of pet grooming vehicles, is rallying its grooming van owners in an effort to help shelter dogs find homes this October.

Wag'n Tails revealed plans this week to launch a new campaign called "Mobile Grooming for a Cause" in support of October's Adopt a Shelter Dog Month. The company is calling on its grooming van owners — more than 1,300 across the country — to groom as many shelter dogs as possible during the month of October to increase the chances of a dog being chosen for adoption.

"If we can increase the odds of a shelter dog finding the happy and loving home it deserves by giving it a nice warm bath, brush and clip from a professional pet stylist, then we are willing to do what we can," Wag'n Tails president Dennis Gnetz said.

Adopt a Shelter Month is recognized each October by the American Society for the Prevention of Cruelty to Animals and the American Humane Association. Wag'n Tails cited statistics from both organizations that state 5 million to 7 million pets end up in U.S. shelters each year. Of those pets, 3 million to 4 million are euthanized annually, according to the statistics.

"We surveyed several of our van owners and all of them agreed that we should organize this effort," Gnetz said. "Most of our groomer owners provide support like this already, but they felt that we should get behind it with an organized effort to maximize results."

Wag'n Tails is offering a five-day Caribbean vacation to the Wag'n Tails grooming van owner that grooms the most shelters pets during the campaign.