

Philadelphia Eagles' New Initiative to Benefit Dogs

The NFL team launches campaign to reduce animal abuse, promote pet care.

Posted: October 29, 2009, 5 a.m. EDT

The Philadelphia Eagles recently launched its Treating Animals With Kindness (TAWK) initiative, which aims to reduce the abuse of animals, promote responsible adoption, encourage spay and neuter and put an end to dogfighting through public education and awareness.

The NFL team has received a lot of media attention since it signed on Michael Vick as a backup quarterback in August. Vick was released from prison in May after being convicted of federal dogfighting charges in 2007.

"I really just want to thank the groups that have worked with us to create this program," Joe Banner, Eagles president, said at a press conference. "Although they have disagreed with what we've done, [they] have reacted to it in a very constructive way and with us are committed to trying to use this to make a positive difference."

As part of the initiative, the Eagles made a \$500,000 commitment for a grant program to support animal welfare organizations.

Three initial programs have already been selected to receive a matching grant of \$50,000. Those include: Mobile Veterinary Clinic – Berks County Humane Society to support their new mobile veterinary clinic that will serve neighborhoods in Reading, Chester and parts of Philadelphia, Pa.

Low-cost Spay and Neuter Facility – Philadelphia Animal Welfare Society (PAWS) to support the construction of a low-cost spay and neuter facility in Philadelphia.

End Dogfighting Program – The Humane Society of the United States will tackle dogfighting in Philadelphia.

The Eagles also announced its Eagles TAWK series, a public service campaign, a dedicated website, details of its promotional executions and plans for organizational collaboration.

The TAWK series will have animal professionals visit local elementary and middle schools to educate students on responsible pet care and the abilities of working and service animals.

The public service campaign will involve Eagles players and will educate the public on critical animal welfare issues. This will be done in collaboration with the animal advocacy community.

The website will include information and updates about the program as well as detailed facts about animal welfare issues in general.

In regards to promotional executions, the Eagles will develop and execute media strategies to promote TAWK and other related causes.

In addition, the Eagles will support animal welfare organization in their fundraising and awareness programs by committing various Eagles personnel and resources to expand their efforts.