Local Dog Rescue Launches Holiday Awareness Campaign

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The Animal Pad's 12 Days of Santa Paws aims to bring awareness to adopting rather than buying during the holiday season.

San Diego, CA- The Animal Pad (TAP) announced the start of their holiday campaign, The 12 Days of Santa Paws. Leading the 12 days up to December 25, each day will feature a TAP Adoptable Dog of the Day, a PAWtner of the Day, and a PAWsitive Impact. The three features will be revealed daily on TAP's Facebook, Instagram, and website.

The Adoptable Dog of the Day will have a picture and bio where people can learn more information about each dog. Many of these dogs were rescued off the streets of Mexico or from a high kill shelter. The PAWtner of the Day showcases a local business that will contribute a portion of purchases to TAP. It encourages people to shop local while raising money for the rescue. The PawAWsitive Impact will share ways people can make a positive impact, such as volunteering or signing up for a partnership program.

"Because of the new COVID restrictions, we are not able to have in-person events, so we had to get creative

and think of virtual ways to reach out to the community and spread awareness," says Julie Brou, Outreach Co-Director of The Animal Pad. "The PAWsitive Impact part of this campaign is a great way to show that you don't need money to make a positive impact. Any kind gesture can help."

The 12 Days of Santa Paws' goal is to bring awareness to a very common holiday gifting trend that can actually be quite harmful. Most people have good intentions when deciding to gift a dog, most often a puppy, for the holiday, but having a pet is a lifetime commitment and that decision should be made as a family. However, there are many instances where the gifter knows the giftee would like to welcome a dog into their home, and in these cases we want to educate people on the fact that there are thousands of amazing, loving dogs on the streets and in shelters who are killed every year, simply because no one came to adopt them. There is no good reason to buy a dog from a breeder, or pet store when all of these dogs are ready to become a member of your family.

"When you rescue, the dog truly knows that you saved its life. The bond that you get with those dogs it's completely unmatched," says Brou.

In 2019, TAP rescued 319 dogs. Despite the pandemic, record numbers have been seen in 2020. TAP has rescued over 1,200 dogs and successfully adopted over 1,100.

To learn more about The Animal Pad, The 12 Days of Santa Paws, or how one can help, click here.

About The Animal Pad: The Animal Pad is a non-profit, all-breed dog rescue that focuses on saving dogs from high kill shelters and the streets of Mexico. They get them vet care, place them in foster homes, and then find them loving forever families. A few years ago, they turned their attention to the street dogs of Mexico as there is very little help for them. Since then, they have developed an extensive rescue network in Baja, California, and they have a sister shelter in Ensenada that they focus on taking dogs from whenever funds allow.

If anyone would like more information about this topic, please call Jodie at (619) 564-9306 or email jb.theanimalpad@gmail.com.

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The Animal Pad

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