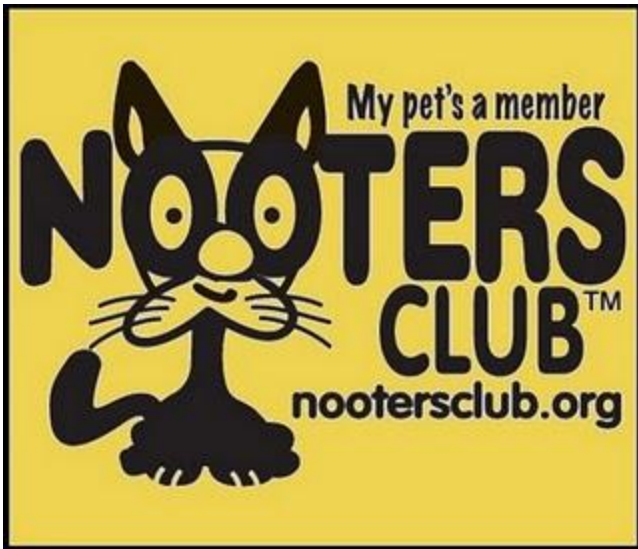


# CAT CHAT

Monday, August 23, 2010

## NOOTERS CLUB® Apparel And Gifts Says Neuter Your Pets!

Meowy Monday All! With shelters throughout Michigan and the country experiencing an incredibly high number of stray cats needing homes, the urgency and importance of spaying and neutering your cats (pets), always important, is even more important now.



**NOOTERS CLUB** is a Michigan company spreading the word about pet population control; part of the proceeds from their adorable merchandise goes to nonprofit spay and neuter programs.

**NOOTERS CLUB**® has launched a line of t-shirts, sleep shirts, boxers, tote bags and other apparel and gift items featuring a series of cartoon characters promoting pet spay and neuter. The company's trademarked sayings such as "My pet's a member," "My dog stops at heavy petting" and "Prevent littering" reach out to pet owners to do their part to reduce pet



overpopulation. Each year millions of homeless dogs and cats are euthanized by shelters simply because they are unwanted.



"Our designs send a light-hearted message about a very serious issue," says **NOOTERS CLUB**® creator Linda Wasche. "Our nation's shelters are overcrowded with puppies and kittens that will never find homes. **NOOTERS CLUB**® attempts to draw attention to the importance of pet birth control in an entertaining way that we hope will get people's attention."

**NOOTERS CLUB**® is a brand of Nooterwear, Inc., of Sylvan Lake, Michigan. The company is donating a part of its proceeds to nonprofit spay and neuter programs.

**NOOTERS CLUB**® apparel and gifts have been featured at America's Family Pet Expo in Costa Mesa, California; Twin Cities Pet Expo in Minneapolis; Everything Pets Expo in Cincinnati, Chicagoland Family Pet Expo in Arlington Heights, Illinois; Best Friends Animal Society Summer Adoption Festival in Westchester, California; Happy Paws Pet Expo in Las Vegas, Michigan Family Pet Expo in Novi, Michigan and other large pet lover events. The products can also be purchased at select Pet Supplies Plus stores in southeastern Michigan and through the company's website at

<http://www.nootersclub.org/>, which also features facts on pet sterilization and links to low cost spay and neuter programs around the U.S.



**NOOTERS CLUB**® apparel and gifts are available wholesale to rescue organizations, veterinarians, and pet supplies stores, along with marketing and fundraising ideas and programs for using the **NOOTERS CLUB**® brand.

Wasche, who owns LW Marketworks, Inc., a veterinary marketing firm in Michigan, is a long-time member of the animal rescue community. She is also a former public relations firm executive and college professor. She first came up with the idea for **NOOTERS CLUB**® as a joke for one of her veterinary clients. Because the designs got such a great response, she decided to begin featuring them on apparel and other items.



For more information on **NOOTERS CLUB**®, go to <http://www.nootersclub.org/>, or email Wasche at [lindaw@nootersclub.org](mailto:lindaw@nootersclub.org).

Original link: <http://opcatchat.blogspot.com/2010/08/nooters-club-apparel-and-gifts-says.html>