Dear Club Members,

I would like to inform you of efforts being made on behalf of the American Kennel Club and our affiliates to provide assistance in the wake of Hurricane Harvey.

1. AKC.org now features a donate bar across the entire site.
2. AKC Reunite Trailers have been deployed to the mega-shelter at the Kay Bailey Hutchinson Convention Center in Dallas and in Fort Worth to provide shelter and care to pets in need, with an additional trailer on standby in New Orleans for assistance in the Lake Charles area.
3. Two media alerts went out Monday and Tuesday to the Houston, Austin, and Dallas areas about the trailers and their locations. Updates and information have been posted on the AKC’s social media platforms including Facebook, Twitter, and Instagram.
4. A press release with additional information on the location of the trailers in the Dallas-Fort Worth area was emailed to media outlets.
5. The Communications and Public Relations department is contacting shelters which have received dogs from Houston to offer aid.
6. Government Relations is distributing information on the PETS Act which allows pet owners to travel on public transportation with their pets during a disaster.
7. Information on disaster preparedness provided by AKC Canine Health Foundation, news stories written by Marketing’s digital content team, and opportunities to donate to relief efforts have been posted on our website and across all social media channels.
8. AVMA’s Disaster Preparedness Guide for Veterinarians, provided by AKC Canine Health Foundation, has been shared with veterinarians enrolled in VetNet.
9. A press release announcing a Challenge Grant from Barbara and Bob Amen (Delegate, Greater St. Louis Training Club) which will match donations to AKC Reunite's Pet Disaster Relief Fund up to $10,000 was sent to media outlets Wednesday.
10. AKC Shop is running a promotion to donate all profits from the Texas Tough collection to AKC Reunite Disaster Relief Fund.
11. The AKC Humane Fund has pledged $10,000 to the Hurricane Harvey Relief Fund established by Houston Mayor Sylvester Turner to assist victims and their pets.
12. The AKC Humane Fund has created a special award to be given to one hero from Hurricane Harvey that has helped animals reach safety.

If you or your loved ones have been affected by this tragedy, consider sharing your story and photos with AKC to bring further awareness to the cause. Should you know of a shelter accepting animals displaced by the storm that could use assistance, please contact us at communications@akc.org. The AKC is diligently working to find opportunities to provide help to those in need; please join us in this effort by donating to AKC Reunite’s Disaster Relief Fund.

Sincerely,

Dennis B. Sprung
President and CEO