

May 2017

**For Immediate Release**

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## Show Your Pet Pride with a Missouri License Plate that Saves Lives

*Easy to Support Pets and Drive in Style with Personalized Pet Friendly Plates*

(Jefferson City, MO) There is an easy way for motorists and animal advocates to show off their pet pride every day in a personal way while helping save animal lives. Missouri motorists can create their own special message with personalized 'I'm Pet Friendly' license plates. Each license plate shows your passion for animals and helps to end pet overpopulation by raising money for spay and neuter programs across Missouri. At least \$20 of every \$25 paid for the pet license plates goes to low cost spay and neuter programs. Sales of the personal pet plates have raised more than \$150,000 for spay and neuter services.

"This license plate provides much-needed funds which enable people who couldn't necessarily afford to spay or neuter their pets to do so," explains Jennifer Kulich of The Missouri State Humane Association, which administers the pet license plate program.

Dog and cat overpopulation is a tragic problem in Missouri. Each year thousands of healthy, friendly dogs and cats are euthanized in Missouri because people have allowed them to stray and breed. There are not enough homes for these excess animals. Sterilization is the solution to dog and cat overpopulation. It reduces:

- Number of stray dogs and cats
- Dogs and cats housed and killed in shelters
- City/county tax burden for animal control
- Destruction of property and livestock
- Health risks and bad behavior
- Wildlife and habitat destruction
- Injuries to people and other animals

**About the Missouri State Humane Association/ "I'm Pet Friendly" License Plate:** The "I'm Pet Friendly" license plate program was established through legislation to provide spay neuter programs throughout Missouri with funds to support their work. The Missouri State Humane Association or MoSHA was founded to administer the license plate program by providing the public with the documents needed to secure their plates, collecting funds, working with the Department of Agriculture, and marketing the program. MoSHA is an all-volunteer, not-for-profit 501(c)3 organization that is not affiliated with any humane society, shelter, or government agency. Organizations and agencies performing spay neuter services in their respective communities may apply for grants provided by the funds collected from the "I'm Pet Friendly" license plate fees. To learn more go to <https://www.mostatehumane.org/>

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