



**FOR IMMEDIATE RELEASE**

## **NEW BIDEAWEЕ VIDEO ADVERTISEMENT CAMPAIGN LIGHTS UP TIMES SQUARE TO PROMOTE PET ADOPTION**

New York, New York, October 31, 2017 - Bideawee, a leading animal welfare and pet adoption organization serving metropolitan New York and Long Island, and one of America's oldest no-kill animal rescues, is excited to announce the launch of a new video advertisement that will run for a month on a digital billboard in Times Square. The timing of the ad campaign is appropriate since October is National Adopt-a-Shelter-Dog Month. The video features Henry, who was adopted at the Manhattan Bideawee location by Todd Richter, who later joined Bideawee's board. The campaign will run for a month to promote pet adoption and help educate people on how life is better with a dog or cat. The ad will also provide information for potential pet parents to adopt from Bideawee's shelters in Manhattan and Westhampton.

"As an ardent supporter of Bideawee's mission and efforts to improve the lives of homeless animals, I am honored that Henry is featured in this Times Square ad campaign," said Mr. Richter. "Adopting Henry is one of the best decisions I have ever made. My support of Bideawee is because I want to give back and help others experience the lifelong love and companionship of a pet."

The ad campaign was made possible by a generous donation from Richter and other donors including Silvercast Media, who provided the digital high-definition billboard that is 4,000 square feet and reaches 1.5 million people per day; Elias Weiss Friedman, also known as "The Dogist," who provided a photo shoot to capture visuals for the campaign; and BrenesCo., a creative agency who developed the design.

"Here at Bideawee, we all know that life is better with a dog or cat, but it's not every day that we have the opportunity to broadcast that message to millions of people in Times Square," said Leslie Granger, President and Chief Executive Officer of Bideawee. "We're so grateful to The Dogist, BrenesCo. and of course, to our board member Todd and his adorable dog Henry, the star of the campaign, for making this billboard possible. We hope that the ad encourages people to visit our shelters in Manhattan and Westhampton to find their fur-ever friend."

For more information on Bideawee, visit their [website](#) and follow them on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

### **About Bideawee**

Bideawee, which means "stay awhile," in Scottish, is one of the country's oldest and most respected animal welfare and pet adoption organizations. Founded in 1903, Bideawee's mission is to be Greater New York's leader in rescuing, caring for, and placing homeless cats and dogs with people who love

them. Bideawee provides an array of high touch services including adoption centers, animal hospital, pet therapy programs, and pet memorial parks that serve pets and pet lovers on their lifelong journey together. Bideawee is a not-for-profit 501(c) 3 humane animal organization and 100% of Bideawee's funding comes from private sources. Bideawee operates adoption centers in New York City and Westhampton. For more information, visit: [www.Bideawee.org](http://www.Bideawee.org).

Media Contact:  
Mackenzie Smith  
[mackenzie.smith@fetchingcommunications.com](mailto:mackenzie.smith@fetchingcommunications.com)  
(877) 703-3824 x 106

Bideawee Contact:  
Melissa Treuman  
[melissa.treuman@bideawee.org](mailto:melissa.treuman@bideawee.org)  
(866) 262-8133

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