



Greyhounds Reach the Beach

c/o The Greyhound Project, Inc.
P.O. Box 5239
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The Greyhound Project, Inc., is a non-profit organization dedicated to providing information about greyhounds and to promoting their adoption as pets through its publications and other activities including the adopt-a-greyhound site on the Internet at <http://adopt-a-greyhound.org>.

Celebrating Greyhounds: The Magazine

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We are volunteers and appreciate your patience



The Greyhound Project

■ Mission

The mission of The Greyhound Project, Inc. is to promote the welfare and adoption of greyhounds by providing support and information to adoption organizations, adopters, and the public.

■ Background

The Greyhound Project is a non-profit organization that was formed in 1993 by a group of greyhound adopters in Massachusetts who wanted to make a contribution to the welfare of former racing greyhounds. The information below explains who we are and what we do.

■ The Celebrating Greyhounds calendars

The organization created the Celebrating Greyhounds calendar as a way of providing a fund-raising product to adoption groups. The calendar features adopted greyhounds from around the country and a directory of greyhound adoption groups. Most calendars are sold through adoption groups, and all proceeds from the calendar benefit greyhound adoption groups and greyhound placement. The 2009 calendar is the 16th calendar published by The Greyhound Project. The Project also began publishing a desk calendar in 2003.

■ The Adoption Resource Directory

When The Greyhound Project launched, it was unclear how many adoption groups existed around the country. A number of resources listed groups, but none were all-inclusive.

Putting all of the information together in one place proved to be a useful tool for supporting adoption efforts. The information in the Directory has been instrumental in organizing large-scale relocation of surplus dogs from closed tracks throughout the country and continues to be used to arrange outlets for excess greyhounds.

The Directory currently lists more than 300 adoption groups.

■ Adopt-a-Greyhound Web site

In 1996, the Adoption Resource Directory went online with the launching of the Adopt-a-Greyhound Web site. The site includes information on greyhounds and greyhound adoption published by The Greyhound Project and others, adoption referral information, and links to greyhound welfare organizations around the world. It is a vast source of material about the dogs for both potential adopters and adoption groups and has accumulated many awards. The site can be found at adopt-a-greyhound.org.

■ Celebrating Greyhounds Magazine

Celebrating Greyhounds Magazine was created in 1996 to augment The Greyhound Project's bi-monthly free newsletter, *Speaking of Greyhounds*, published between 1994 and 1998 and distributed free to adoption volunteers. So many adopters also wanted the newsletter that *Celebrating Greyhounds Magazine* was created to fill the void for those who had no other publication to turn to. The main purpose of the magazine is to provide information about greyhounds as a breed as well as to benefit greyhounds and the people who work in adoption. *Celebrating Greyhounds Magazine* currently has a paid distribution of over 5,000 with subscribers in all 50 states as well as Canada, England, France, Germany, Australia, and Hong Kong.

Celebrating Greyhounds Magazine is informative and entertaining. It publishes helpful, serious as well as lighthearted articles for people living with greyhounds. Topics range from activities, adoption and rescue, caring for healthy and special-needs dogs, fundraising ideas, medical information, to stories about courageous greyhounds, cartoons and humor, book reviews, and even information about famous greyhounds.

The Dog Writers Association of America (DWAA) honored *Celebrating Greyhounds Magazine* as the winner of the Maxwell Award for Best Single Breed Magazine in the DWAA 2007 Annual Writing Competition. *Celebrating Greyhounds Magazine* also won the award for Best Single Breed Magazine in 2006, 2005, 2003, 2002, 2001, and 2000, and was a finalist in 2004 and 1999. In 2005, the DWAA also selected *Celebrating Greyhounds Magazine* as the recipient of the Pro Plan Presidents Award, which is given to the award winner judged to be the “best in show” of the award winners in the 54 regular categories in the competition.

■ **Adopt-a-Greyhound Airport Advertising Campaign**

With the help of major airport advertising companies, adoption groups, and individual contributors, a greyhound adoption promotional campaign with an initial market value of over \$1.5 million a year was launched in 1998. Airport advertising companies donated 150 displays at 60 airports throughout the country for promoting greyhound adoption. The displays were designed in collaboration with representatives of the greyhound adoption community and produced by TKO Visual Communications.

In 2001, The Greyhound Project renewed the campaign with a donation of \$10,000 and secured additional donations and grants totaling \$23,500 from the ASPCA and PetsMart Charities, resulting in more than 200 new displays, some of which can still be seen at major airports in the United States.

■ **Canine Cancer Research Funds**

In the Spring of 1998, The Greyhound Project established a matching fund with the Morris Animal Foundation for the support of studies into canine cancer. The Greyhound Project committed to match designated contributions in varying amounts up to \$4,500 annually from 1998 through 2006. By May 2006, the Fund had raised more than \$230,000 and was honored as an “Unsung Hero” by the Morris Animal Foundation. Information on the results of studies funded through the Morris Animal Foundation is made available to adoption groups and adopters through *Celebrating Greyhounds Magazine*.

In 2006, The Greyhound Project established another matching funds program to benefit the Greyhound Health and Wellness Program at The Ohio State University. In its first two years, the fund generated more than \$15,000.

■ **Greyhounds Reach the Beach**

In 1999 The Greyhound Project assumed the coordination of the annual Greyhounds Reach the Beach gathering of adopted greyhounds in Dewey Beach, Delaware. The three-day event attracts greyhound owners and their dogs from around the world and features informal seminars, activities, and speakers. Although the primary purpose of the event is social, it has become an opportunity for adoption groups and active volunteers to network, exchange information, and develop contacts to help in placing greyhounds.

First begun with 65 greyhounds in 1995, attendance at the event doubled each year for the first five years, saw more moderate growth the next five years, and finally leveled out at about 3,000 greyhounds in 2005.

For more information on The Greyhound Project, Inc., contact Sarah Norton, vice president, at 617-774-0230 (sarah@adopt-a-greyhound.org).

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