

**DON'T LET IT LOOSE**

**Sara Ricklefs, ISAN**



# DON'T LET IT LOOSE & THE PET RELEASE PATHWAY



Sara Ricklefs, Executive Director  
Jennifer Riddle, Programs Manager  
Erin Bjorklund, Outreach Coordinator





 Jennifer Riddle

Globally, pet releases have contributed to 1,000s of species invasions to date. This is exacerbated by:


- ▶ Pet Ownership Increasing
- ▶ Pet Trade Expanding with Easier Access
- ▶ Species Available

# THE ISSUE



 Jennifer Riddle



 Jennifer Riddle

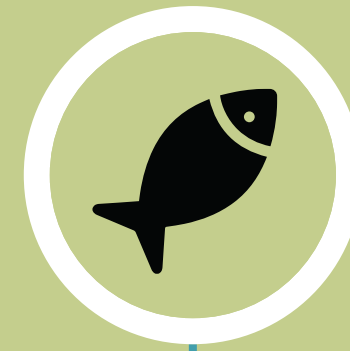
\$140B+

United States Pet Industry  
(annually)

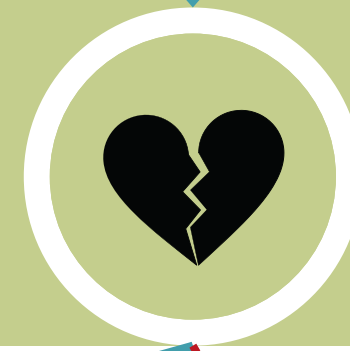
70%

United States Households  
with Pets  
(approximately)

DON'T LET IT  
LOOSE  
TARGETED MESSAGING



NEW PET



CAN NO LONGER TAKE  
CARE OF SAID PET



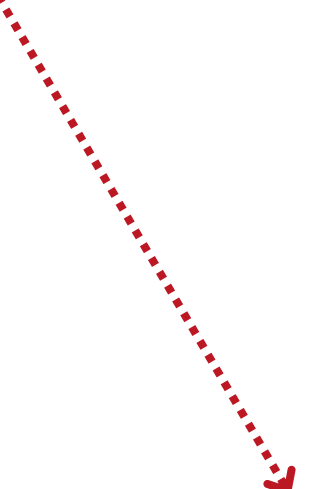
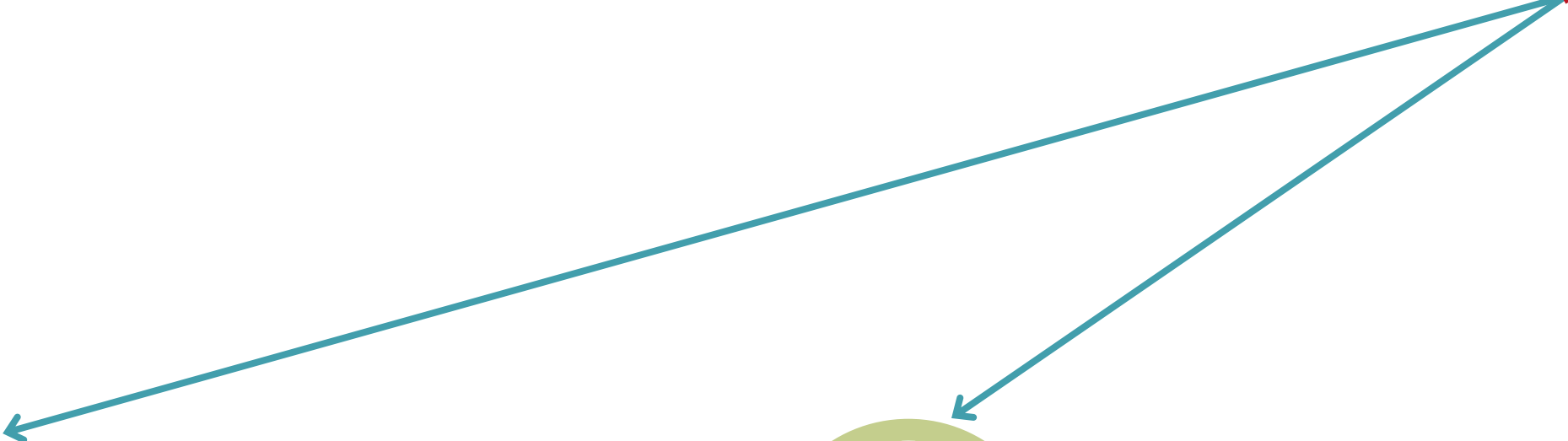
REHOME



SHELTER



RELEASE





## Program Overview

### ▶ PET STORE PARTNERS

Independent pet stores represent the basis of the program's rehoming network. Pet stores provided resources and are a trusted source for owners.

### ▶ TARGETED ADVERTISING

Ad campaigns across the west have directed pet owners to the DLIL website and promoted responsible behaviors.

### ▶ HIGH RISK WATERBODY SIGNS

Signage has been placed in 8 states at high risk waterbodies to discourage release and provide reporting information.

### ▶ MANUFACTURER PARTNERS

Trusted pet industry partners provide key Don't Let It Loose messaging at pet trade expos, on social media, and on their websites.

# Outreach Tools (Consumer & Industry)



Paige Filice



Annette Riddle



Sara Ricklefs

# Outreach Tools (Classroom & Consumer)

Releasing a pet into the wild  
is never the right thing.

[Click here for more information](#)



Releasing a pet into  
the wild is never  
the right thing.

If you can no longer care  
for a pet, these resources will  
help you find a home for it.

[Click here for  
more information](#)



Releasing a pet into the wild  
is never the right thing.

If you can no longer care for a pet,  
these resources will help you  
find a home for it.

[Click here for more information](#)



Releasing a pet into the wild  
is never the right thing.

If you can no longer care for a pet,  
these resources will help you find a home for it.

[Click here for more information](#)



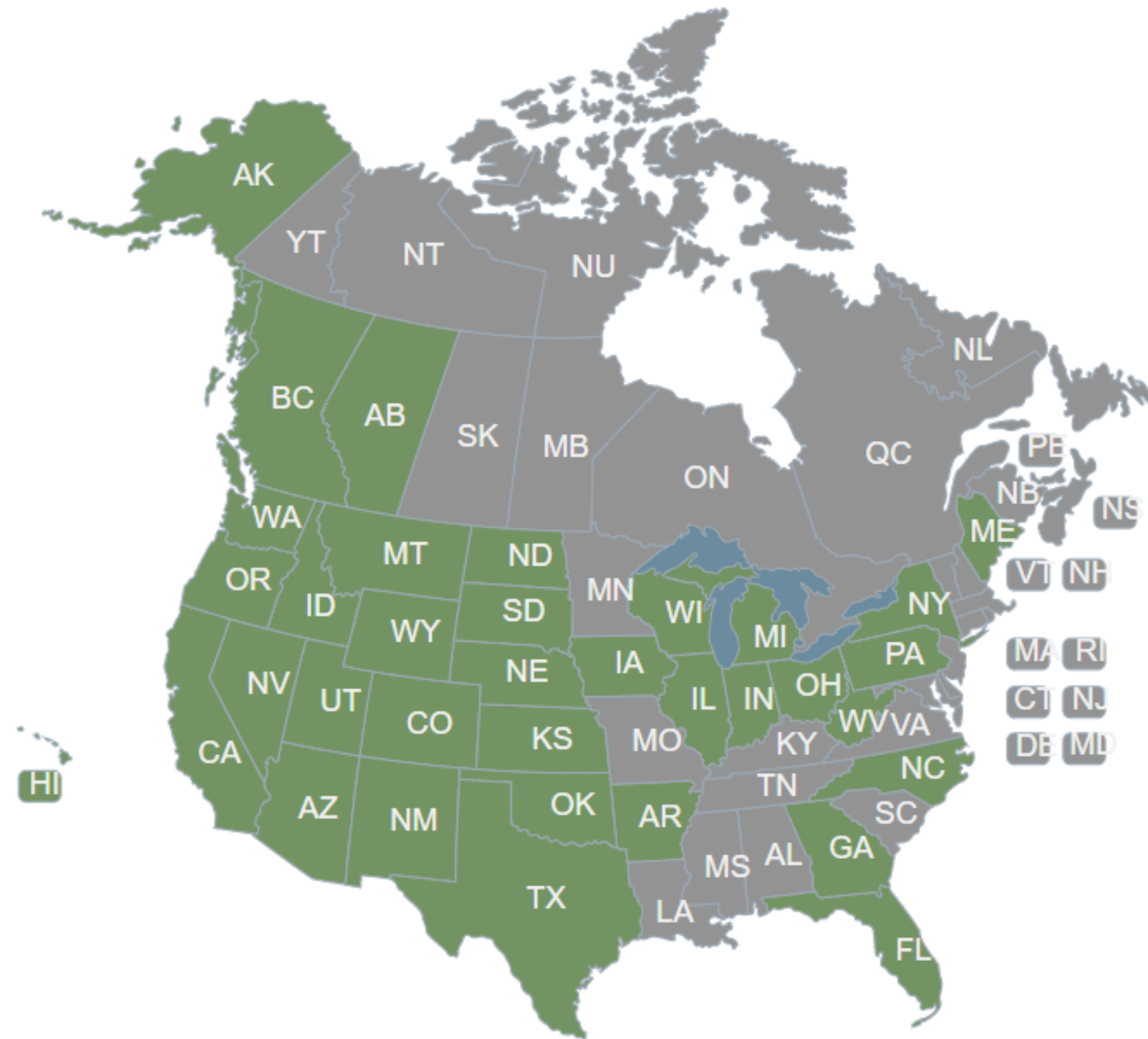




- ▶ PET OWNERSHIP CENSUS
- ▶ DRIVERS OF DECISION TO RELEASE VS. REHOME
- ▶ FUNDING TO ADDRESS THE PET RELEASE PATHWAY
- ▶ PREVALENCE OF RELEASE AT OR IN PROXIMITY TO MILITARY INSTALLATIONS
- ▶ OUTREACH ON PROHIBITED/CONTROLLED SPECIES REGULATIONS

GAPS & CHALLENGES

# FUTURE INITIATIVES



## ZOOS & AQUARIUMS



## INCREASING REACH

- Classrooms
- States
- Pet Expos
- Industry



## INCREASING ACCESSIBILITY

- Multi-lingual Materials
- Rehoming Events?



# CONTACT US



## EMAIL

[sara@stopais.org](mailto:sara@stopais.org)

[jennifer@stopais.org](mailto:jennifer@stopais.org)

[erin@stopais.org](mailto:erin@stopais.org)



## PHONE

C: 785-207-7624

O: 406-222-7270



## FOLLOW US!

