

Animal Matters is a not-for-profit organization that was established in 1998 with the goal of educating the general public on the use and abuse of animals. We focus on the inherent link between what we eat, wear and use to the well-being of our animal friends, our health and our environment. We attempt to achieve this goal by producing and distributing educational materials to people who have never had the chance to learn of the cruelty to which animals are subjected and how this affects them and their society.

Since September 1999, Animal Matters has been assisting in the rescue of dogs on death row at a local animal shelter. This work has been so rewarding that we have developed an Animal Rescue Division. This Division helps homeless animals by providing them with boarding, placing ads in local papers, hanging flyers, pitching their stories to the press, getting the word out on the Web, and spending time with the furry friend until we find him or her a good home. And through our “Be A Pet Advocate” program, we encourage others to do the same in their area.

Our theory is this: Although new laws and public protests have an effect on the welfare of animals, the real change needs to come in the minds and conscience of the general public - people like you. And we believe that if, for example, you learn that veal calves are cruelly kept in small dark crates their entire lives, you will choose not to eat veal. If you know that pet overpopulation is of epidemic proportion and results in widespread neglect, cruelty and euthanasia, you will willingly have your pets spayed and neutered. If you find out the extreme cruelty and uselessness of animal experimentation, you will willingly choose not to purchase products from companies that participate in this form of torture.