



# StubbyDog™

## Rediscover the pit bull.

### **WE CAN HELP!**

*Tell a positive pit bull story*

Pit bulls are the most abused, most euthanized, most maligned and most misunderstood type of dog in America today. The media has been a big part of this problem—sensationalizing negative pit bull stories, spreading myths and inciting hysteria. Now, you can also be part of the solution. We are asking you to take this opportunity to focus on the positive attributes of this all-American dog. Here are some story suggestions:

1. Pit bulls are therapy dogs, service dogs, search and rescue dogs and, most famously, loving family pets (including pets to many celebrities). Tell the story of one such everyday hero in your community. We'll be happy to help provide contacts and leads.
2. Highlight an event going on in your community.
3. Take the opportunity to dispel many of the common myths: Pit bulls do not have locking jaws, do not bite differently than other large breeds, do not “suddenly snap,” are not “bred to fight” (the vast majority are bred as pets, like any other dog), and they *do* feel pain. Like all prejudicial thinking, judging a dog simply by how it looks only leads to negative actions and reactions. Get to know a pit bull.

For expert sources or interviews, or help with finding local angles, please contact Landon Pollack at [landonp@stubbydog.org](mailto:landonp@stubbydog.org).

**About StubbyDog:** StubbyDog is a nonprofit, 501(c)(3) transmedia organization focused on changing public perceptions of pit bulls and dismantling the associated stereotypical thinking. We develop and disseminate emotionally resonant and entertaining content, showing pit bulls as the loyal and loving dogs they are. Our vision is a world where every pit bull enjoys the right to a good life. Our mission is to help people rediscover pit bulls as lifelong friends.