



## **NEW CANINE CANCER WEB SITE DRAWS THOUSANDS OF PET PARENTS, HUMAN CANCER PATIENTS, SCIENTISTS - FOR FACTS ON ‘BEST FRIENDS HELPING BEST FRIENDS’ CANINE CANCER CURE CAMPAIGN**

Denver, Colorado, May 9, 2007: The new canine cancer campaign Web site [www.CureCanineCancer.org](http://www.CureCanineCancer.org), launched by Morris Animal Foundation (MAF) in mid-April, is drawing large-scale interest from pet parents whose dogs have cancer as well as pet parents concerned about the serious threat cancer poses to their canine. With the campaign theme being “Best Friends Helping Best Friends,” human cancer patients and scientists are also visiting the site. Here they can read case histories and canine survivor stories which chronicle how innovative treatments developed for the benefit of dogs are benefiting human cancer patients - with the reverse also true.

On the site pet parents and interested parties can post photos, comments and memories concerning their dog and its battle with cancer. Also, they can link to the MAF main Web page where pet parents post comments and chat (blog) with other pet parents around the world. “The response to our canine cancer Web site proves again just how much people around the world love their dogs,” says Michael Burke, VP marketing and communications at MAF. “Also, we are receiving contact from big hearted, animal-loving corporations and business asking how they can help. Pet parents are making donations in the name of their present dogs, dogs from their past, and on behalf of puppies yet to be born.” Contributions can be made online at [www.CureCaineCancer.org](http://www.CureCaineCancer.org), or by calling 1-877-DOG CURE.

The Web site also spotlights canine and canine-human cancer case histories from elite colleges of veterinary medicine and scientific institutions from around the world.

The [www.CureCanineCancer.org](http://www.CureCanineCancer.org) web page supports the unprecedented global campaign undertaken to cure canine cancer in the next 10-20 years. One in four dogs die of cancer, with many breeds being especially at risk. For example, 60 percent of Golden Retrievers die of cancer. While seeking cures and prevention via research on genetics, environmental, nutritional, and other factors, MAF funding will directly benefit new treatments for dogs suffering from cancer today.

Over the next five years, MAF is seeking to raise \$30 million for the research effort. If just 1 percent of 44 million dog owning households in the U.S. would donate \$50 once, that would raise \$22 million for this research. Corporations wishing to help can contact Mr. Burke at: [mburke@morrisanimalfoundation.org](mailto:mburke@morrisanimalfoundation.org) or 303-708-3419.

## About Morris Animal Foundation:

Morris Animal Foundation, established in 1948, is dedicated to funding research that protects, treats and cures companion animals and wildlife. MAF has been at the forefront of funding breakthrough research studies benefiting animals in some 100 countries, spanning all seven continents on earth. MAF has its headquarters in Denver, Colorado. The Foundation has funded more than 1,300 humane animal health studies with funds approaching \$50 million. One hundred percent of all annual, unrestricted contributions support animal health studies, not administration or the cost of fund raising. For more information, call (800) 243-2345, or visit [www.MorrisAnimalFoundation.org](http://www.MorrisAnimalFoundation.org).