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John Paul Pet and Helping Tales Publishers Team Up to Help Homeless Pets Find Forever Homes

Cooper: A Rescue Dog's Tale *benefits shelters and educates children about pet rescue*

VENTURA, Calif. (February 19, 2016) – [John Paul Pet](#), a leading grooming and hygiene product line dedicated to the proper care of all pets, has teamed up with [Helping Tales Publishers](#) on a new coloring and activity book, [Cooper: A Rescue Dog's Tale](#). Cooper's heartwarming true story aims to help children better understand pet rescue. Ten percent of all books sold will benefit rescue organizations and shelters across the country.

Gina Dial, Vice-President of Sales and Marketing for John Paul Pet sought to rescue Cooper – a 1½ -year-old Australian Shepherd – and she used her Facebook network to do so. After seeing what the power of social media could do to assist needy pets, she inspired John Paul Pet to create the [John Paul Pet PALS](#) program to help “Passionate Animal Lovers” leverage their social media networks on Facebook. The state-by-state PALS Facebook pages encourage users to “Join and Share” their stories of lost and found pets, as well as pets in need of a forever home.

As Cooper is now the official spokesdog of the PALS program, the last page of his book features a colorable tutorial about the program and its new campaign, “You Join – You Share – We Give.” For every “join” to the PALS Facebook page, John Paul Pet will make a \$1 donation to the [Morris Animal Foundation](#) (up to \$5,000).

“At John Paul Pet, we’re always looking for new and engaging strategies to further educate the pet community and to promote health, wellness, and responsible pet ownership,” said John Paul Pet Co-Founder John Capra. “Finding a fun way to involve kids at an early age – while also being able to help worthy animal welfare organizations – is truly a win-win for us.”

Through no fault of his own, Cooper had a very difficult time finding a forever home. During his short life, he had been adopted, returned, placed with an elderly owner who could no longer care for him, and spent time in a foster home. Cooper's story resonates because it is unfortunately all too common. According to the ASPCA, approximately 7.6 million companion animals enter animal shelters nationwide every year. Of those, roughly **2.7 million animals** are euthanized before they ever get the chance to experience what it's like to have a family or pet parent to call their own.

Understanding that pet rescue education requires reaching children at an impressionable age, John Paul Pet sought to turn Cooper's story into a fun activity book for kids that would drive home the importance of pet adoption. They reached out to James S. Martinez of Helping Tales Publishers to help turn their idea into a reality. *Cooper: A Rescue Dog's Tale* coloring and activity book tells Cooper's story from start to finish and ends with him finding his forever home

with a family and two other dogs in Bulverde, TX – all through the social media outreach of Dial.

“This experience was a reminder that it only takes a phone call, a Facebook posting, telling a friend or sharing a story with a stranger,” said Dial. “I hope this inspires all of us to stop and think twice when we see a pet in need. One little thing could mean the difference between life and death for a homeless pet.”

The book is available to consumers at an introductory price of \$5.99 on [Amazon.com](https://www.amazon.com). After February 27, the cost of the book will be \$6.99. Any rescue organizations that want to purchase the book for resale or fundraising can do so at a discounted price via [Helping Tales](https://www.helpingtales.com).

For more information about John Paul Pet, Cooper and his new family, and/or to receive images from or a complimentary copy of *Cooper: A Rescue Dog's Tale*, please contact Shannon Stevens at 1.877.703.3824, x107 / Shannon.stevens@fetchingcommunications.com or Gina Dial, VP of Sales and Marketing at John Paul Pet at 512.657.7396 / ginad@johnpaulpet.com.

[About John Paul Pet](#)

Thirty years ago, John Paul DeJoria, co-founder of John Paul Mitchell Systems, revolutionized the professional salon industry by banning animal testing for his line of hair products. John Paul's in-depth expertise in hair and skin care formulations also led to research in new standards for pet grooming and hygiene, leading to the creation of John Paul Pet shampoos, conditioners, sprays and pet wipes. John Paul Pet actively supports programs benefiting all animals, including Best Friends Animal Society, Morris Animal Foundation, PAWS, the California Wildlife Association, the Humane Society of the United States, as well as numerous Humane Society and SPCA events, pet rescue organizations and pet charities nationwide. For more information, please visit www.johnpaulpet.com or connect with John Paul Pet on [Facebook](#), [Instagram](#) or [Twitter](#).

[About Helping Tales Publishers](#)

Helping Tales Publishers, LLC, is a publishing organization that seeks to make a positive impact on the world through reading, by helping those in need – one story at a time. In order to fulfill this mission, a portion of the proceeds from each sale is donated to select charities. Helping Tales Publishers was formed after Founders James Martinez and Tim Civick co-created and published their first book to help meet the needs of a non-profit organization. The company aims to encourage people to read, entertain, and most importantly help those in need. For more information, please visit www.helpingtales.com or connect with Helping Tales on [Facebook](#) or [Twitter](#).

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