



Press contact:
Mallory Kerley, Marketing Director
malloryk@muddypawsrescue.org

MEDIA KIT

WHO WE ARE



Muddy Paws Rescue is a 501(c)3 non-profit organization that partners with open-intake shelters across the U.S. to place homeless dogs into loving, forever homes.

Since our inception in 2016, we have saved nearly 8,000 lives. With a dedicated team of fosters, volunteers & animal welfare advocates, Muddy Paws Rescue strives to be New York City's leader in responsible, foster-based practices.



WHAT WE DO



We practice progressive, responsible, foster-based rescue and actively support our team of animal welfare advocates while maintaining professional, transparent communication with the public.

We envision a world where adopting a dog is a positive and stress-free experience for all, removing all barriers and encouraging adoption as the first option to be considered when adding a pet to a family.

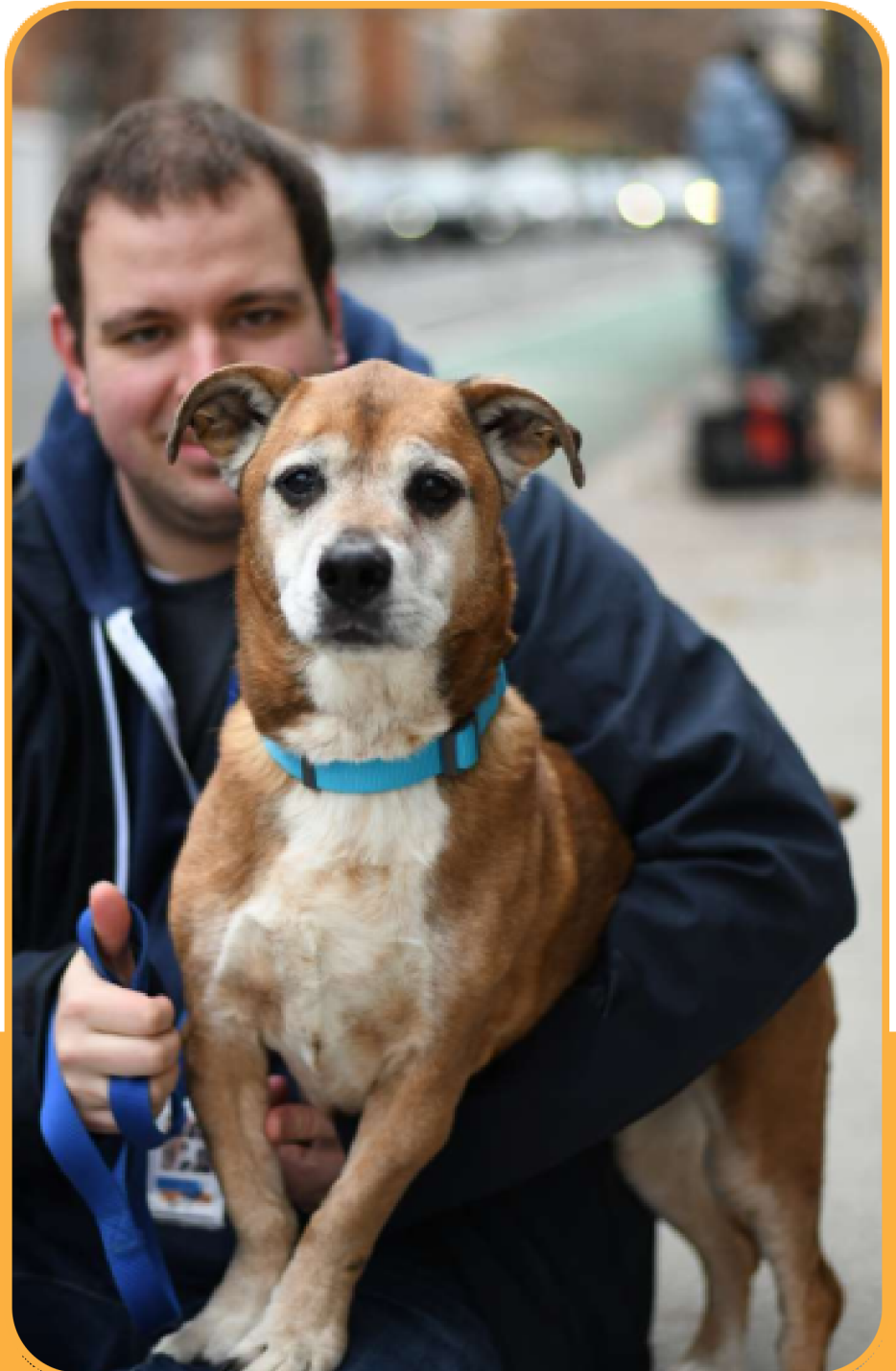


OUR HISTORY



Founding Executive Director Rachael Ziering started Muddy Paws Rescue after volunteering with another New York City-based organization.

Through her volunteer work and eventual transition into animal welfare, Rachael began to see an opening in the rescue community: more life saving opportunities became apparent where short-term fostering dovetailed with the lifestyle of many New Yorkers. She sought to create a foster-based rescue utilizing this strategy.



OUR FOSTER-BASED MODEL



Muddy Paws Rescue is a foster-based organization, which means we don't operate a brick-and-mortar shelter location, and we can only save as many dogs as we have available foster homes. We work with our partner shelters in the Kentucky, Georgia and Texas to place our foster dogs in foster homes, where they can acclimate to city life in a loving, supportive environment.

Because of our thriving foster community, MPR is able to locally pull hard-to-place dogs, such as larger breeds, dogs with special medical needs that may have extreme difficulty in a shelter environment, and elderly dogs from organizations such as the Animal Care Centers (ACC) of New York City.

Thanks to our fosters, dogs get to acclimate to city life in a loving, supportive environment.

Our community is made up of over 1,500 fosters and growing, due to a streamlined application, approval and matching process and easily accessible online orientation.



MEDIA APPEARANCES



SHERRI SHOW TV

January 11th, 2023

[Sherri Show TV](#)



PEOPLE MAGAZINE FEATURE

June 12th, 2023

[People Magazine](#)

MEDIA APPEARANCES



NBC NIGHTLY NEWS WITH LESTER HOLT KIDS EDITION

April 27th, 2023
[NBC Nightly News](#)



ANTONI POROWSKI GOES ON A DODO DREAM DATE WITH AN ADORABLE PITTIE

November 15th, 2023
[The Dodo](#)

MEDIA APPEARANCES



BUZZFEED: PUPPY INTERVIEW WITH MATT BOMER AND JONATHAN BAILEY

December 15th, 2023

[Buzzfeed](#)

WATCH WHAT HAPPENS LIVE WITH ANDY COHEN

February 7th, 2023

[Watch What Happens Live](#)

MEDIA APPEARANCES



CLEAR THE SHELTERS
MUDDY PAWS RESCUE
MuddyPawsRescue.org

MEET THIS CUDDLY CREW
UP FOR ADOPTION: NEW
YORK LIVE

May 12th, 2023
[New York Live](#)



YOU NEED TO SEE THESE
DOGS QUEUING UP FOR
A PHOTO WITH SANTA

December 16th, 2023
[Newsweek](#)

MEDIA APPEARANCES



SOME NYC DINING ESTABLISHMENTS CATER TO BOTH DOGS AND THEIR OWNERS

June 9th, 2023

[CBS News](#)

Muddy Paws Rescue Places Value on Both Ends of the Leash

How a commitment to inclusivity and finding ways to say "yes" helps an NYC rescue save lives

By Kristen Seymour



HEALTHYPET: MUDDY PAWS RESCUE PLACES VALUE ON BOTH ENDS OF THE LEASH

Spring 2023

[Healthy Pet Magazine](#)

MEDIA INQUIRIES



FOR MEDIA INQUIRIES

Please contact Mallory Kerley, Marketing Director

email: malloryk@muddypawsrescue.org

phone: (516) 376-8046