



FOR IMMEDIATE RELEASE

Contact: AliciaMarie Belchak

Media 1

(616) 935-1155

abelchak@media1.us

605 Elliott St., Suite 3
Grand Haven, MI 49417-
1040
616.935.1155 Main Office
616.935.1160 Fax

solutions@media1.us
www.media1.us

Media 1 Celebrates Take Your Dog To Work Day Supports local animal rescue operated by employee's spouse as part of monthly corporate-wide community service event

GRAND HAVEN, Michigan, June 11, 2010 — Media 1 is going to the dogs—inviting employees to bring their canine companions to work with them on June 25th and treating them to a hot dog luncheon in celebration of Take Your Dog to Work Day. The company is also extending support for Michele's Rescue, a private Grand Haven companion animal rescue.

“Media 1 is a fast-paced and high-demand work environment for our employees, most of whom share their homes with companion animals,” said CEO Chris F. Willis, a dog-lover herself who “belongs” to two rescued dachshunds, Honey and Rojito (Ro). “This event is a way for us to recognize the value of all members of the extended Media 1 family, and to help support Michele's efforts in finding ‘forever homes’ for dogs and cats that don't yet belong to a loving family.”

First celebrated in 1999, Take Your Dog To Work Day was created to celebrate the great companions dogs make and to encourage their adoption from humane societies, animal shelters and breed rescue clubs. This annual event asks pet lovers to celebrate the human-canine bond and promote pet adoption by encouraging their employers to support Take Your Dog To Work Day by opening their workplace to employees' four-legged friends on this one special day.

With so many Media 1 employees already expressing love for their dogs year round, the June 25th event promises to be an especially fun-filled day that also fits nicely with community outreach activities at the Grand Haven consultancy.

Each month Media 1 sponsors a company-wide philanthropic event as part of a corporate philosophy to be an engaged member of the larger Grand Haven and West Michigan communities. Top management encourages all Media 1 team members to become involved in community service activities—both at company-sponsored events and on their own time. Already in 2010, Media 1 has held several charity or community-based events, including:

- a food/personal care collection for victims of Haiti's devastating earthquake, donated through Rays of Hope for Haiti
- a penny drive for girls' education in Afghanistan in support of Peach Plains Elementary efforts with “Pennies for Peace”
- a book drive in honor of “March is Reading Month”
- a tree seedling distribution to employees for the 40th anniversary of Earth Day, accompanied by a new office-wide power conservation policy

As part of this month's community outreach efforts, Media 1 salutes and supports Michele Barnes—wife of Media 1 Creative Director, Jim Barnes—in her successful placement of dogs, cats, and other companion animals in “forever” homes through Michele's Rescue. As with most rescue agencies, Michele's Rescue ensures that placed animals are spayed or neutered to help reduce the overpopulation of unwanted pets. The rescue works closely with agencies to provide low/no cost spay and neuter services for adopters who can show financial need. The Media 1 team will be donating clay cat litter, pet food, and cleaning supplies to support the rescue.

- more -

“Michele is really providing an important and necessary service to our resort community,” Willis stated. “I believe one of the ways we are judged by visitors is by the visible compassion we offer to the animals who depend on us and who cannot speak for themselves.”

Willis notes that her two pure bred dachshunds are rescue dogs—one of which was a “failed” foster turned success story. Honey’s story was chronicled in the book, “Dachshund Puppy Tails,” by Marilyn Cochran Mosley. The book is available through the author’s web site, www.cochranmosley.com. Willis hopes Honey’s happy ending will inspire others to consider rescue/adoption and help prevent over breeding by supporting no-kill shelters and grass roots companion animal rescue agencies such as Michele’s Rescue.

Aside from participating in the catered picnic, Media 1 employees choosing not to participate with their live dog for the June 25th Take Your Dog to Work Day will be encouraged to bring in pictures of their best friends to share and post in their cubicles that day.

About Media 1

Media 1 is a custom learning development company with expertise in designing social learning and creative learning solutions for global companies. Media 1 provides award-winning courses, performance consulting, and creative flash animations for global organizations such as Hewlett-Packard, Meijer, and Steelcase. Today, we are looking beyond web-based training and blended learning solutions to develop specialties using social media and online collaboration. Our goal is to help your people succeed through learning—on their own and from each other.

Contact us to learn how.

(616) 935-1155
solutions@media1.us

www.media1.us



Find [Media 1](#) on Facebook!

LinkedIn

<http://www.linkedin.com/companies/83921>

About Michele’s Rescue

Michele’s Rescue—based in Spring Lake, MI—is privately run and privately funded animal rescue created by Michele Barnes. Since 1997, Michele has been helping animals in need of placement in caring, permanent homes by offering overflow space for other rescues, home visits, fostering and transportation of animals. Rescue hours and pick up locations vary. To find out more about Michele’s Rescue and the pets looking for homes, visit her website, <http://michelesrescue.com/>, and on PetFinder.com at <http://www.petfinder.com/shelters/MI690.html>.



Find [Michele’s Rescue](#) on Facebook!

About Take Your Dog To Work Day

First celebrated in 1999, Take Your Dog To Work Day was created to celebrate the great companions dogs make and to encourage their adoption from humane societies, animal shelters and breed rescue clubs. This annual event asks pet lovers to celebrate the human-canine bond and promote pet adoption by encouraging their employers to support Take Your Dog To Work Day by opening their workplace to employees’ four-legged friends on this one special day. On Friday June 25, 2010, businesses, animal shelters and pet-care professionals from around the world will work together to better the lives of shelter dogs everywhere. For more information, visit <http://www.takeyourdog.com>.

###