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Media 1 Celebrates Second Annual Take Your Dog To Work Day

Supports local animal rescue operated by employee's spouse

GRAND HAVEN, Michigan, June 22, 2011 — Media 1 is going to the dogs for a second time. Employees are invited to bring their canine companions to work on June 24th, and enjoy a hot dog luncheon in celebration of the company's second annual Take Your Dog To Work Day. The Grand Haven consultancy 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, many of whom share their homes with companion animals," said CEO Chris F. Willis, a dog-lover herself who has a long history with rescued dogs and is a strong supporter of canine-friendly events. Currently, she "belongs" to two rescued hounds—Rockett, an energetic two-year-old Jack Russell terrier, and Rojito (Ro), an eight-year-old dachshund.

Willis says she places a high value on local efforts to improve the lives of pets and their owners in the West Michigan area—one reason she also recently founded the non-profit Friends of Muskegon Dog Beach that aims to keep Kruse Park Dog Beach clean and inviting. "The Take Your Dog To Work Day 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," she said. "Plus, we had so much fun last year that we just had to do it again."

Last year, Media 1 staff had their pooches on hand for the 2010 Take Your Dog To Work Day and donated cleaning supplies, cat litter, pet food, and kennel crates to Michele's Rescue. In addition, Media 1 honored Michele Barnes—owner and founder of the rescue—for her successful placement of dogs, cats, and other companion animals by dubbing her an honorary "Media1der of the Week," a company award that recognizes outstanding staff accomplishments.

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—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 24th event promises once again to be an especially fun-filled day. This year, the Media 1 team hopes to surprise Michele by providing items on her wish list in a show of support and sincere gratitude for her humane contributions to the local community.

"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."

About Media 1

Media 1 is a leading expert in Human Capital Improvement strategy and implementation. We help Human Resources (HR) enhance employee engagement and accelerate time to productivity. With a focus on Onboarding and Leadership Development, our work is based on six proven fundamental performance factors. We specialize in using Microsoft SharePoint™ technologies to support learning process workflow and cohort learning.

Contact us to learn how.

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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>.



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About Friends of Muskegon Dog Beach

Friends of Muskegon Dog Beach is a non-profit group of friends and volunteers committed to supporting Muskegon's Kruse Park Dog Beach through cleanup and education. The group meets monthly—Spring through Fall—for beach cleanups (dogs welcome!) and supplies waste bags for visitors so everyone can do their part. Volunteer Beach Ambassadors carry an extra cleanup bag and help make sure all visitors feel welcome and practice good citizenship at the dog beach. For more information, visit <http://muskegondogbeach.wordpress.com/about/>.



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