



FOR IMMEDIATE RELEASE

*****LISA VANDERPUMP LAUNCHES 'STOP THE TORTURE' CAMPAIGN*****

LOS ANGELES (June 21, 2018) — On Thursday, June 21, 2018, philanthropist, entrepreneur and television star Lisa Vanderpump and her husband, Ken Todd and the Vanderpump Dog Foundation launched a social media campaign entitled '*Stop the Torture*' to raise awareness and mark the beginning of the Yulin Dog Meat Festival as well as other cases of animal abuse both domestically and internationally.

The "Festival," held yearly in Yulin, China that begins on the summer solstice is a particularly gruesome display of the dog meat trade. In this 10 day event, nearly 10,000 dogs are slaughtered and served up as meals, with many dying in cages upon capture.

The campaign involves a Vanderpump exclusively designed temporary tattoo that is to be placed on one's face while taking a picture with their dog (or other animal) and shared on social media. The tattoos will be available via donation on vanderpump-dogs.org and the funds raised through the tattoos will go towards the Vanderpump Dog Foundation's efforts in Yulin, China.

"We're committed to ending the Yulin Dog Meat Festival and we are attacking this through multiple methods. These include grass roots, awareness and legislation. Having just returned from China, I could not believe the number of dogs already in cages awaiting slaughter. I am humbled though that through our efforts we have secured the safety of 90 dogs from the Festival. I urge those in the United States to contact your congressional representative and encourage them to push H. Res 401 to the floor. The United States can come together to condemn these vile practices and let these countries, including China, know that this is not an acceptable practice." Said Executive Director of Vanderpump Dogs, Dr. John Sessa.

With the [Yulin] Festival beginning again today, I am disheartened that we once more have to see these terrible images of these beautiful creatures being beaten, slaughtered and consumed. With this campaign, I hope that we can continue to bring awareness and bring much more needed attention to the horrible atrocity. It is also my hope that this campaign sparks a new wave of activism across the world and allows many including celebrities, social media influences and more, to get involved and share this message with just one Instagram, tweet or Facebook post and encourage Congress to get

House Resolution 401 that condemns the Yulin Dog Meat Festival on the floor for vote.”
Said Lisa Vanderpump.

To find out more about the campaign or to contact The Vanderpump Dog Foundation,
please visit our website at www.vanderpumpdogs.org.

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ABOUT THE VANDERPUMP DOG FOUNDATION

The Vanderpump Dog Foundation is a 501c3 non-profit dog rescue organization, working on both a domestic and international front to help create a better world for dogs globally. Founders Lisa Vanderpump & Ken Todd began the long journey towards trying to stop the barbaric torture practices at the Yulin Dog Meat Festival and end the dog meat trade in Asia, in 2015. Together with their partner Dr. John Sessa, they launched the campaign Stop Yulin Forever, which ultimately led them to create The Vanderpump Dog Foundation. The movement gained momentum and has inspired activists all over the world to work towards ending the Yulin Dog Meat Festival and encourage more humane treatment for dogs worldwide.

The Vanderpump Dog Foundation was formed to not only aid in ending this international atrocity, but to also better the lives of dogs domestically. The United States faces many problems of its own including dog overpopulation, abuse, neglect and lack of education with regards to spaying and neutering pets. With the opening of their new Vanderpump Dog Rescue Center in LA, The Vanderpump Dog Foundation aims to reduce these problems within California and beyond, as well as continue their national and international campaigns built on a platform of education, legislation, and activism.

Media Contact:

John Blizzard

JBlizzard@VanderpumpDogs.org

The Vanderpump Dog Foundation:

8134 West Third Street, Los Angeles CA 90048

1-323-852 –DOGS

Info@VanderpumpDogs.org