



The
**REAL
REASON**
for pets



TV PUBLIC SERVICE CAMPAIGN



About

The Human Animal Bond Research Institute (HABRI) is a non-profit research and education organization that is gathering, funding and sharing scientific research to demonstrate the positive health impacts of companion animals.

The human-animal bond is a mutually beneficial and dynamic relationship between people and animals that is influenced by behaviors considered essential to the health and wellbeing of both. This bond is beneficial to the mental, physical, and social health of people, and animals.



Learn more about Human Animal Bond Research Institute

REALREASONFORPETS.COM

HABRI.ORG



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Dear Public Service Director,

The Human Animal Bond Research Institute (HABRI) has launched *The Real Reason for Pets*, a national public service campaign designed to highlight the powerful connection between people and their pets. Backed by decades of research, HABRI has demonstrated that pet ownership is associated with improved mental health, reduced stress, increased physical activity, and stronger social connection.

To help share the important health benefits of pets, HABRI has developed a series of public service announcements that bring the human-animal bond to life. The PSAs combine research-backed insights with real-life moments to resonate with a broad audience and encourage viewers to reflect on their own "real reason" for pets.

Please consider airing the PSA titled "**The Real Reason for Pets**" (:60, :30, :15) to help educate and inspire your audience. By sharing this campaign, your station can play a role in promoting the science-backed benefits of pet ownership. The messaging is inclusive of all types of pets and households, reinforcing that the benefits of pet ownership are accessible to people from all backgrounds and life stages.

We encourage you to air these PSAs, which have **no end date for use**, as soon and as often as possible.

If you have any questions regarding these PSAs or any aspect of this public service campaign, please contact our distribution representative, Emely Lorenzini at Connect360 Multimedia (elorenzini@c360m.com; 212-624-9195).

Thank you in advance for your support of this public service message!

Sincerely,



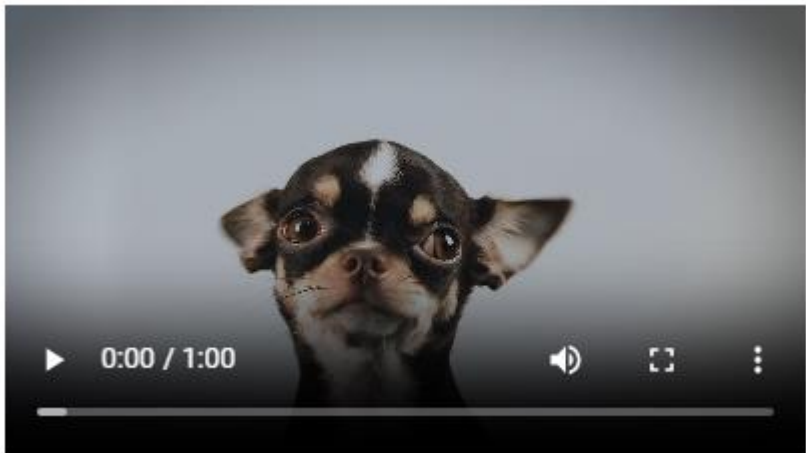
Steve Feldman
President
Human Animal Bond Research Institute

The Real Reason for Pets

Research shows that pets improve mental health, support heart health, reduce loneliness, and can even increase life expectancy.

The Real Reason for Pets bridges these important scientific findings with the love and joy that people feel when they bring pets into their lives.

To learn more, please watch the new :60 PSA below titled "**The Real Reason for Pets**" which is also available in :30 & :15 formats. We ask that you please air these PSAs as soon and as often as possible. These PSAs have no end date for use.



"The Real Reason for Pets" (:60)

MALE NARRATOR: You're considering acquiring a pet? Remarkable. So many scientific benefits. Improved mental health, better heart health, reduced loneliness. Even longer life expectancy. All of which are supported by an ever-growing body of research -

FEMALE NARRATOR: Hey, uh, sorry to interrupt and love that for us. Still the real reason people get a pet isn't all the impressive stats. It's stuff like this greeting, this very confused ring bearer, this world class side eye, and all of this. You might not get a pet because of the science, but because they love you in the simplest, purest way. They curl up beside you when everything's just too much. They get you outside. They make you laugh. And all these things are really good for your heart.

MALE NARRATOR: Science explains the benefits.

FEMALE NARRATOR: And it's love that explains the rest. Get a pet. Find your reason.

TV PSA SCRIPTS

"The Real Reason for Pets" (:30)

MALE NARRATOR: You're considering acquiring a pet? Remarkable. The scientific benefits are substantial. Based on our growing body of research. Which -

FEMALE NARRATOR: Love that for us. Still this is the part that really gets you. The belly rubs, the funny dances, and oh my gosh being loved on by this cutie patootie after a long day. I mean do you see this sweetie's little face? Sorry. Pets get you moving. Pull you out of your head and make life better. Get a pet. Find your reason.

"The Real Reason for Pets" (:15)

MALE NARRATOR: You're considering acquiring a pet? Remarkable. The scientific benefits are indeed substantial.

FEMALE NARRATOR: Sorry to interrupt. This is the part that really gets you. I mean do you see this sweetie's little face?

MALE NARRATOR: Get a pet. Find your reason.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/habri/>

No End Date For Use

"The Real Reason for Pets" (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting

Emely Lorenzini: via e-mail at elorenzini@c360m.com
or by phone at (212) 624-9195.

501 (c)(3) certificate

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

received
05-05-11

Date: **APR 26 2011**

HUMAN ANIMAL BOND RESEARCH
FOUNDATION
C/O JEFFREY P ALTMAN
1900 K ST NW STE 100
WASHINGTON, DC 20006

Employer Identification Number:
27-4159453
DLN:
17053041383001
Contact Person:
JULIE CHEN ID# 31261
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 6, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

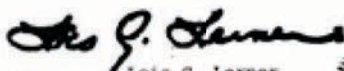
We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

A close-up photograph of a woman with dark, curly hair kissing a brown cat on the cheek. The woman is wearing a yellow and green floral patterned shirt. The scene is lit with warm, golden light, creating a soft and intimate atmosphere. The background is slightly blurred, showing what appears to be a window with curtains.

The
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