

# Michelle Dunlap



Phoenix Animal Rescue  
Gainesville, FL 32603  
(352) 281-0994

Date: March 31, 2014

Greg Hamilton  
Local News Editor  
The Gainesville Sun  
2700 SW 13<sup>th</sup> Street  
Gainesville, FL 32608



Dear Mr. Hamilton:

Phoenix Animal Rescue is hosting a pit bull education seminar, featuring a screening of the “Beyond the Myth” documentary, followed by a panel discussion with leading animal behaviorists and experts. The seminar will take place at the Hilton University of Florida Conference Center, located at 1714 SW 34th St. in Gainesville, Fla., at 10 a.m. on April 2.

The panelists will include: James Crosby, a canine behavior and aggression expert; Alan Kalter, chairman of the American Kennel Club, and the Canine Good Citizen program; and Dr. Karen Overall, a leading animal behaviorist. They will discuss topics including, but not limited to: bully breed restrictions, discussion and review of the documentary, common misconceptions regarding bully breeds and tips on behavioral training.

The “Beyond the Myth” documentary, directed by Libby Sherrill, investigates the contributing factors behind the myths commonly associated with bully breeds, challenging the idea that they are aggressive and dangerous. Pit bulls are suffering from the stigma of negative media coverage, and PAR aims to strip away these misconceptions to show the loving companions they can be.

We recognize your credibility in the community, and would like to offer you the opportunity to be the driving force behind our efforts to alter the negative image of pit-bull-type breeds portrayed in the media. We are prepared to offer you, and The Gainesville Sun, exclusive interviews with each of the panel members, and a front row seat at the event.

I will follow up with you later this week to see if you are interested in attending this event. For more information about the seminar, or Phoenix Animal Rescue in general, please do not hesitate to contact me directly at 352-281-0994.

Thank you for your time and consideration.

Sincerely,

Michelle Dunlap  
Director & Founder of Phoenix Animal Rescue

KE:  
CC: Maureen Tartaglione