



Don't Let It Loose

Empowering pet owners and preventing invasive species introductions through partnerships.



Sara Ricklefs
Executive Director

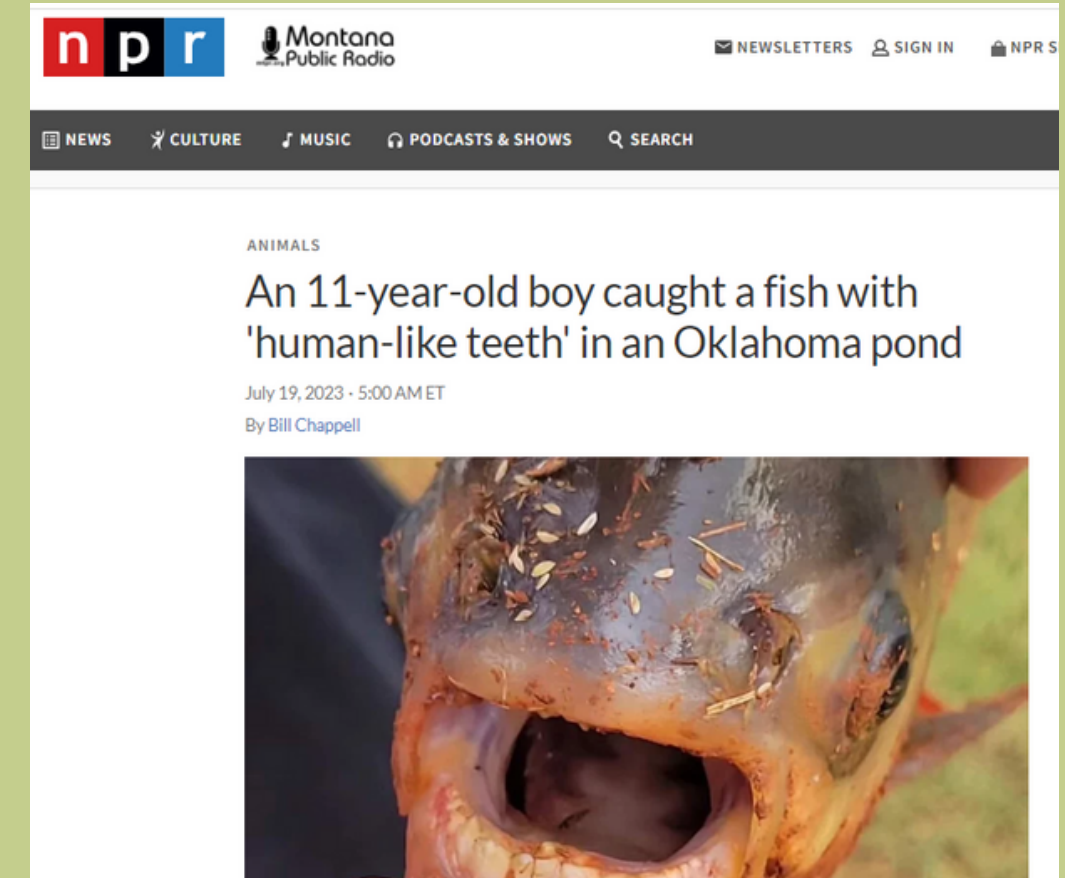
Jennifer Riddle
Programs Manager



What's the Problem?

If released, a pet may become an invasive species that causes harm to the environment and economy.

Pet owners are often unaware of the impacts of released pets and are unsure where to find alternative options.



MSN.COM

So many people have dumped their pet turtles that it's threatening B.C. species, says biologist

Who We Work With



Pet Industry



Pet Owners



State Agencies

Pet Industry Partners

Pet Product Manufacturers & Independent Pet Stores

- Growing rehoming network
- Press releases
- Digital resource sharing
- Info cards with sales
- Pet care sheets



What Makes Us Unique?



We sell ONLY captive-bred animals & their sales support animal conservation & research.



We're dedicated to educational growth, provide industry leading live arrival guarantees, customer support & free education covering all aspects of animal care.



We provide both the supplies & education needed for a lifetime of pet care. Our variety of animals, plants, insects, dry goods & care kits set you up for successful pet ownership.



Don't Let It Loose!

Releasing living things outdoors can be harmful to the environment, to native wildlife & to the creatures being released. In most cases, it's also illegal!

If you have any questions about how to handle, keep or dispose of living things responsibly, please contact Josh's Frogs or visit DontLetItLoose.org.

Here's how we can safeguard our future rights in keeping exotics:

- NEVER abandon unwanted animals, insects, or plants outside
- Contact your local pet store or shelter for animal rehoming advice
- Follow all applicable laws when distributing exotics
- Ensure all insects are properly consumed. To properly dispose of unwanted feeder insects, freeze them and the material that was exposed to them for 3 days



www.JoshFrogs.com



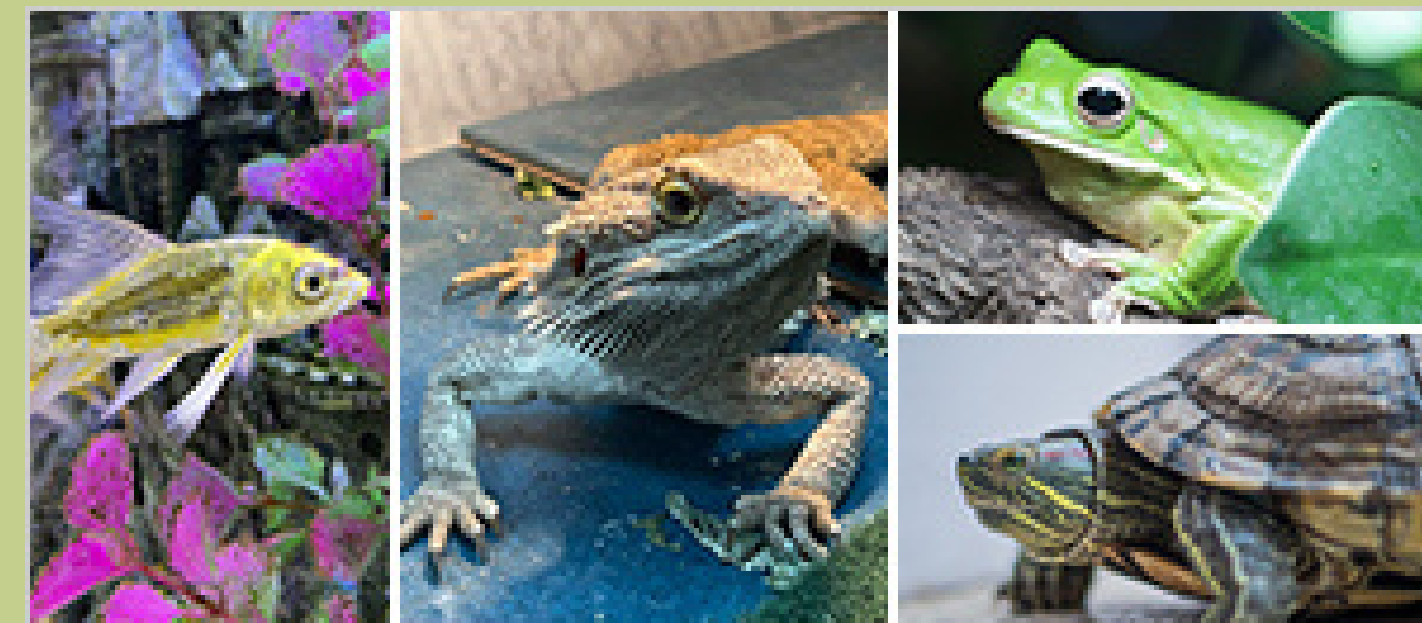
Pet Owners

Targeted Ad Campaigns

- CO, UT, NE, MT, & KS
- 8 million impressions, 86,000 clicks
- May - Aug 2023

Classroom Education

- Piloted in Montana
- Available online



Releasing a pet into the wild
is never the right thing.

If you can no longer care for a pet,
these resources will help you
find a home for it.

[Click here for more information](#)



State Participation

Pet Rehoming Network

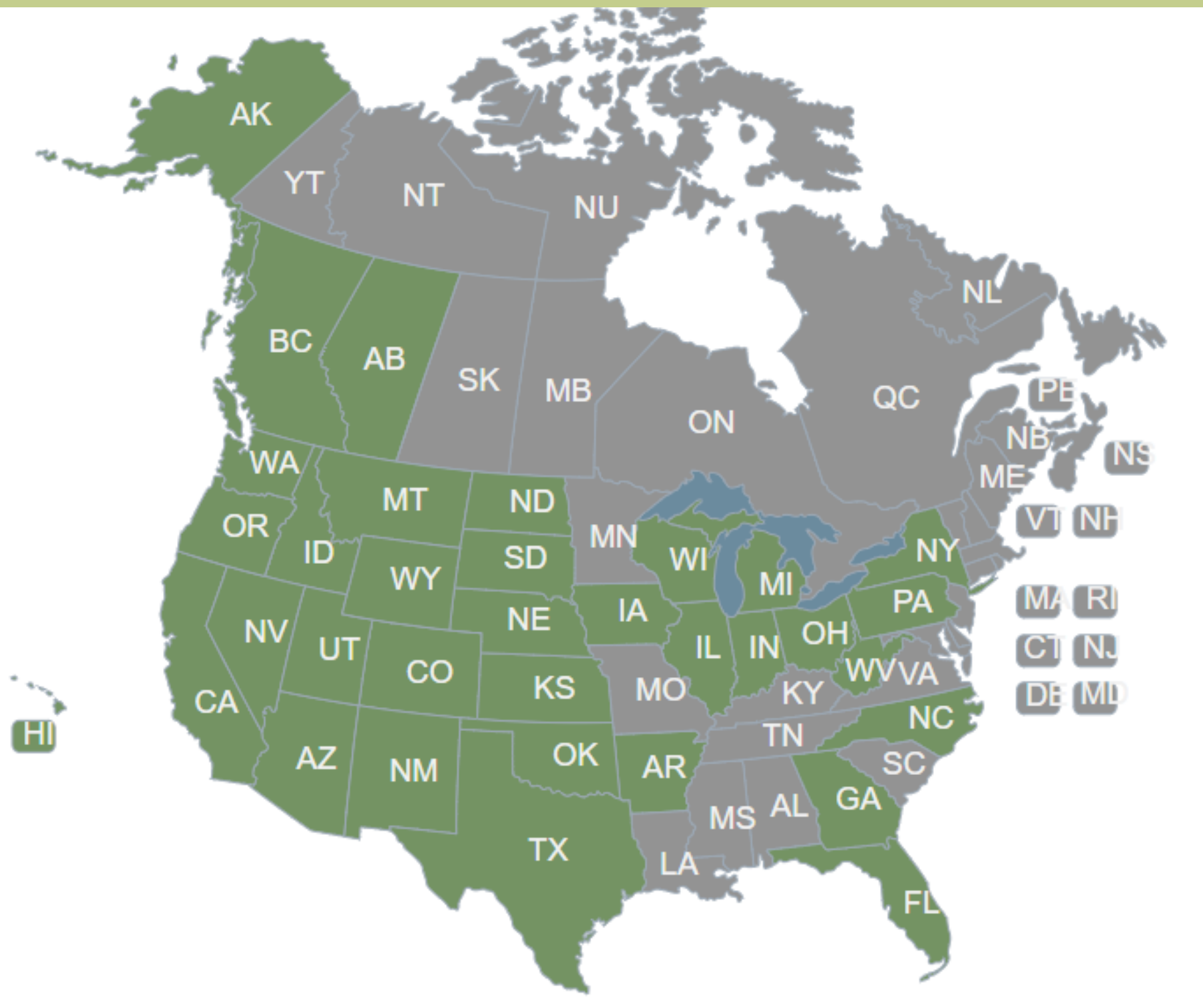
- 18 states
- 200 pet stores and rescues

High-risk waterbody signs

- 8 states partnered
- 275 signs distributed



State Participation



Other ways to partner

- State invasive species information and reporting tools
- Web resources
- Social media/press releases
- HI, OR, WA, AK, and CA lead implementation



Get Involved!

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