

# Memorandum



CITY OF DALLAS

DATE April 22, 2016

TO Honorable Members of the Quality of Life & Environment Committee: Sandy Greyson (Chair),  
Tiffinni A. Young (Vice Chair), Rickey D. Callahan, Mark Clayton, Philip T. Kingston, B. Adam McGough

SUBJECT Show Your Soft Side

On Monday, April 25, 2016, the Dallas Animal Services division of Code Compliance will provide the Quality of Life & Environment Committee with information on a partnership with the Dallas Companion Animal Project (DCAP) and Show Your Soft Side. These two private non-profit organizations are looking to the City to partner in a historic anti-animal cruelty campaign coming to Dallas in early May.

Show Your Soft Side is an award-winning campaign developed to combat the alarming incidence of animal abuse in Baltimore. The posters, billboards and print ads feature well-known athletes targeted towards young people who all-too-often view the maiming and torturing of defenseless cats and dogs as a sign of "toughness" or "manhood." The message of the campaign is that compassion towards animals is a sign of strength, not weakness. Each image makes the point – only a punk would hurt a cat or dog.

Caroline Griffin cofounded Show Your Soft Side. In 2011, she received the ASPCA Presidential Service Award for her work on the Soft Side. Currently, serves on the board of the Animal Welfare Institute in Washington, D.C. and served as chair of the Mayor's Anti-Animal Abuse Advisory Commission in Baltimore. The Show Your Soft Side campaign:

- Has been featured in news and media outlets from Baltimore to Brazil, including the Associated Press, Huffington Post, Animal Planet, Mother Nature Network, as well as virtually all the local Baltimore TV and radio stations.
- Was adopted by the Association of Prosecuting Attorneys as a learning tool for prosecutors across the country.
- Built a strong online presence that has directly increased adoptions, donations and volunteerism for BARCS (Baltimore Animal Rescue Care Shelter).
- Developed a number of branded Soft Side events – Pawject Runway, Soft Side Night at Camden Yards and The BowWowZa Awards – to raise money for local shelters and bring the local rescue community together.
- Includes over 125 official "Softies" (participants) to date from all fields of sport (NFL, NHL, MLB, MMA, Indy Racing Car) as well as recording artists, actors and stuntmen.

The Dallas Companion Animal Project is proud to announce that Show Your Soft Side representatives, including their professional photographers, came to Dallas in February for two days of photo shoots at the Fox Sports Southwest studios in Las Colinas. Local sports celebrities participating in this campaign include:

- Dallas Cowboys Defensive Tackle Tyrone Crawford
- Dallas Cowboys Offensive Guard Zack Martin
- 105.3 FM ESPN The Fan Radio host Skin Wade

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- Fox Sports Southwest Reporter and Texas Rangers Broadcaster Jim Knox
- Former Texas Rangers Catcher and MLB All-Star Ivan "Pudge" Rodriguez
- MMA Fighter Justin Miller
- FC Dallas Forward and MLS Rookie of the Year Tesho Akindele
- Dallas Sidekicks Forward Cameron Brown
- Dallas Sidekicks Defender David Kamali

The Dallas Companion Animal Project and Show Your Soft Side, with support from Costa Sports Marketing, are about to put Dallas on the map when it comes to fighting animal cruelty. DCAP respectfully requests the City of Dallas become part of this historic event by helping secure indoor and outdoor advertising spots and become a partner in the campaign.

The following images are attached for your review:

- TV voice of the Dallas Mavericks, and winner of multiple Lone Star Emmys, Mark Followill, and his rescue greyhound, Phoebe
- 2014 MLS Rookie of the Year, FC Dallas Forward Tesho Akindele and Duke
- MLB's All Time Games Leader as Catcher, 7x Silver Slugger, 13x Gold Glove, World Series Champion 2003, 14x All-Star, 2003 NLCS, 1999 MVP, Texas Rangers and Latino Hall of Fame Member Pudge Rodriguez with Leroy
- Dallas Cowboys Defensive Tackle Tyrone Crawford with Neeka and Ace

Through joining this public-private collaboration, together we will help spread the message that animal cruelty issues are important to the City of Dallas.

Please contact me if you have any questions or need additional information.



Joey Zapata  
Assistant City Manager

#### Attachment

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Eric D. Campbell, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

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Mark Followill doesn't just do play-by-play commentary on athletes, he also rescues them.

Only a punk  
would hurt  
a cat or dog.

show your Soft Side

Mark Followill, TV voice of the Dallas Mavericks and winner of multiple Lone Star Emmys with his rescue greyhound, Phoebe.

Photography by Leo Howard Lubow



Facebook.com/showyoursoftside  
showyoursoftside.org



Tesho Akindele is a fearsome striker on the field and a Big Softie at home.

Only a punk  
would hurt  
a cat or dog.

show your Soft Side

Tesho Akindele, #3 Forward, 2014 MLS Rookie of the Year, FC Dallas and his best mate, Duke.

Photography by Leo Howard Lubow

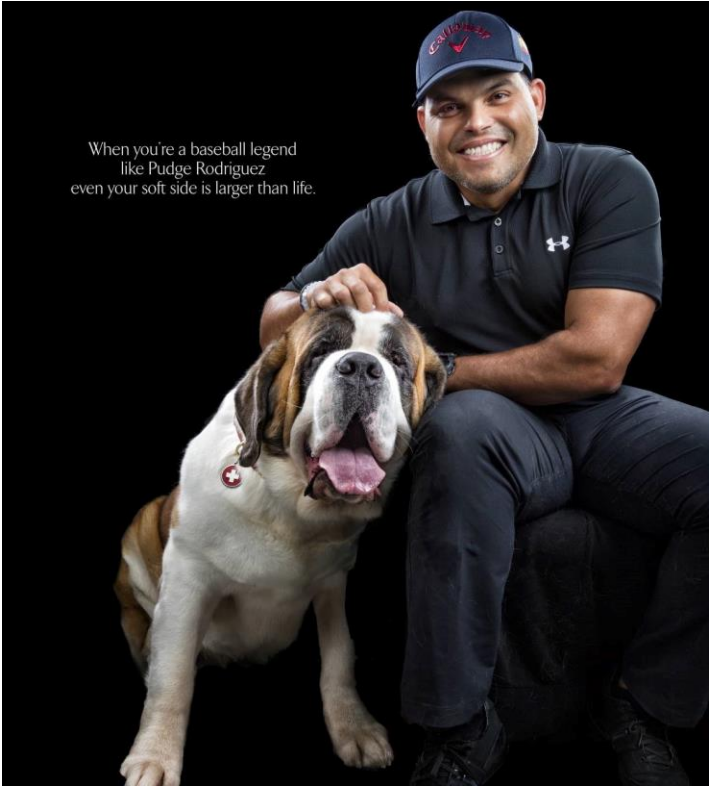


Facebook.com/showyoursoftside  
showyoursoftside.org

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When you're a baseball legend  
like Pudge Rodriguez  
even your soft side is larger than life.

Only a punk  
would hurt  
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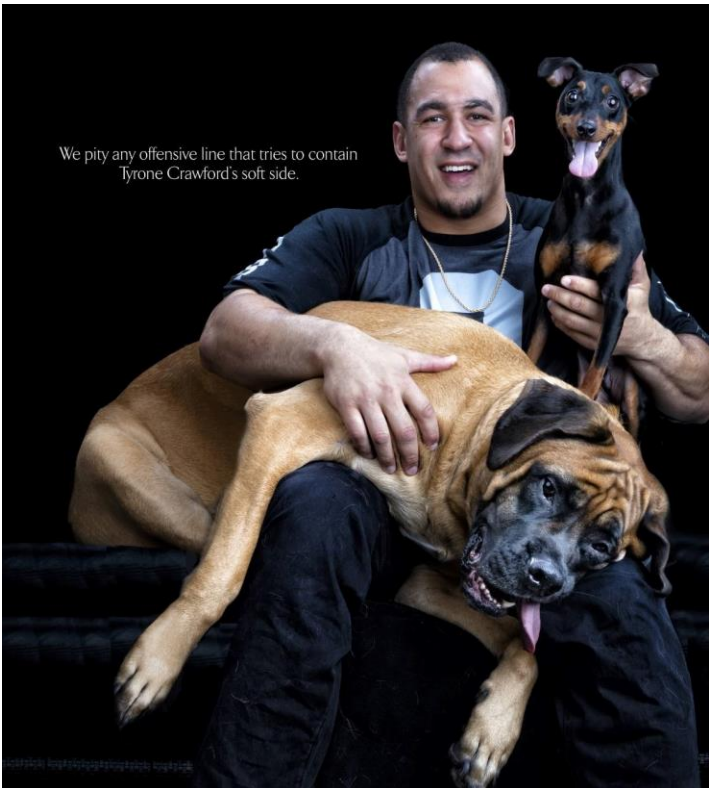
show your Soft Side



Pudge Rodriguez: MLB's All-Time Games Leader as Catcher,  
7x Silver Slugger, 1x Gold Glove, World Series Champion 2003,  
14x All-Star, 2003 NLCS, 1999 MVP,  
Texas Rangers and Latino Hall of Fame with his best pal, Leroy.  
Photography by Leo Howard Lubow



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We pity any offensive line that tries to contain  
Tyronne Crawford's soft side.

Only a punk  
would hurt  
a cat or dog.

show your Soft Side



Tyronne Crawford, #98, Defensive Tackle and Human Locomotive,  
Dallas with his pups, Neeka and Ace.  
Photography by Leo Howard Lubow



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showyoursoftside.org