

Media Release

Contact: Reed Coleman

****NOTE CHANGE IN CONTACT PERSON****

Outreach & Communication

1945 NW Pettygrove, Portland, OR 97209

Direct: 503.535.3380

Cell: 971.404.5501

rcoleman@dovelewis.org

DoveLewis



FOR IMMEDIATE RELEASE – December 21, 2007

New Media Contact at DoveLewis

No, Tiffini Mueller isn't leaving DoveLewis – what, are you crazy? We'd never let her go without a fight! Tiff's moving up in the world, taking on more responsibilities as our Director of Marketing and Development. Congrats, Tiffini, on your promotion! So it's time to hand off the coveted Baton of Media Relations. Don't worry, everyone, you're in good hands.

Effective immediately, Reed Coleman, whom many of you know from her almost 10 years as a reporter and anchor at KOIN-TV, is your new contact for all interview requests, questions, anything you need with regard to stories about veterinary medicine. Reed left KOIN in 2004 to work at DoveLewis – she's been the backup media person since then. Like Tiffini (who spent 10 years as a KOIN-TV news producer), Reed understands what a deadline is, she knows how to prepare our medical staff to talk to you, and she can help you navigate the sometimes confusing world of non-profit ER and ICU veterinary medicine.

DoveLewis is open 24 hours a day/7 days a week at our NW Portland location (1945 NW Pettygrove), and overnights and weekends at our SE Portland location (10564 SE Washington Street – in Plaza 205). We are happy to have you visit our hospitals, but please understand that you must contact Reed first in order to take any pictures or video, interview staff, clients, or anyone else on-site. We'd also like to take this opportunity to remind you that all DoveLewis news releases are posted at dovelewis.org/news and that DoveLewis is one word, with a capital "D" and capital "L."

Reed's cell phone number is: 971.404.5501.

Her direct line at DoveLewis is: 503.535.3380.

Of course, if Reed is not available, Tiffini Mueller is still around and can be reached at her desk at 503.535.3381 or her cell 503.341.2740.

Oh behalf of everyone at DoveLewis, especially the animals, have a GREAT holiday season and a wonderful 2008!

DoveLewis is Portland's 24-Hour Emergency and ICU Animal Hospital, offering advanced veterinary care in a state-of-the-art facility in Northwest Portland and in Southeast Portland's Plaza 205. DoveLewis also shares several 100% donor-funded programs with the community including one of America's largest volunteer-based animal blood banks, an award-winning animal assisted therapy program, a nationally recognized pet loss support program offering five free group therapy sessions each month, 24-hour stabilizing care for lost pets, stray and wild animals and financial assistance for low income families and abused pets.