

# MOBILITY DOGS HELP PRISONERS ESCAPE.

MOBILITY DOGS PROVIDE COMPANIONSHIP FOR BOTH THE PRISONERS WHO TRAIN THEM AND THE PEOPLE THEY'RE PARTNERED WITH. YOUR DONATION HELPS US CONTINUE TRAINING AND PLACING DOGS SO MORE PEOPLE CAN FIND FREEDOM.

THE ENTIRE PROCESS TAKES AROUND TWO YEARS AND COSTS UP TO \$45,000 PER MOBILITY DOG, WITH EACH DOG LEARNING UPWARDS OF 99 COMMANDS.

WHEN TRAINED, THE DOGS ARE PLACED INTO THE COMMUNITY WITH PEOPLE LIVING WITH LONG-TERM PHYSICAL DISABILITIES LIKE MS AND MUSCULAR DYSTROPHY, WHICH LEAVE THEM TRAPPED INSIDE THEIR OWN BODY.

MOBILITY DOGS NOT ONLY INCREASE INDEPENDENCE, BUT ALSO OFFER FRIENDSHIP, A GREATER SENSE OF SECURITY, AND CONNECTION TO THE WIDER COMMUNITY—EFFECTIVELY FREEING THEIR PARTNERS FROM POTENTIAL ISOLATION. THEY ALSO SAVE LIVES.

YOUR DONATION HELPS US CONTINUE OUR PROGRAM SO THAT FEMALE PRISONERS FIND AN ESCAPE AND PEOPLE IMPRISONED IN THEIR OWN BODIES GET A NEW LEASE ON LIFE.

THERE ARE MANY WAYS YOU CAN HELP, CALL 0800 662364 OR VISIT [MOBILITYDOGS.CO.NZ](http://MOBILITYDOGS.CO.NZ) TO MAKE A DONATION.

## Challenge

Mobility Dogs Trust partners highly trained dogs with people who live with long-term disabilities like MS, muscular dystrophy and spinal cord injuries. These dogs help their partners with everyday tasks giving them a new lease on life.

One of Mobility Dogs' initiatives, in partnership with the Department of Corrections, is the "Puppies in Prison" program at the Auckland Region Women's Correctional Facility. Selected prisoners work with specialists to train the puppies, learning new skills and giving back to the wider community in the process.

Our brief was to raise awareness about the work Mobility Dogs Trust does with both the prisoners who help train the dogs and the people they're partnered with.

## Solution

Highlight the way Mobility Dogs help provide prisoners with an 'escape' by placing a dog's chew toy in a cake and delivering it to media commentators. We identified key media figures, such as Kerre Woodham, to send the specially packed Mobility Dogs cake to.

