

The Marmaduke Movie Educational Effort

Many Dane fanciers have expressed concern about the publicity Great Danes will receive from the release of the “Marmaduke” movie, scheduled for release on June 4th, 2010 . Some feel the movie will have a detrimental effect on the breed. The worry is twofold—people may impulse-purchase a Dane without fully researching whether the breed is appropriate for their lifestyle (and pocketbook), and less-than-scrupulous breeders will take advantage of the free breed publicity and mass produce “little Marmaduke” puppies.

Instead of focusing on any possible negative aspects the movie may have on the breed, one could consider this as an educational effort, and a great way to get information out about the breed to the general public. Whether as an individual, rescue group or Dane club, YOU can help provide information and education on the Great Dane breed.

There are many ways this can be done. Below is basic outline of ideas that might be used.

Education at the movie theater with or without a dog

- As soon as possible, contact your local movie theater manager and ask about the possibility of having a table in the lobby or outside the entrance. Have at least two people available to answer questions and pass out literature. If you are allowed to bring a dog, be sure he or she has the temperament to deal with crowds of children.
- Suggestions for props at the table:
 - Bring two empty 40 lb bags of dog food stuffed with newspaper to show how much they eat.
 - Have a couple of empty pill bottles, one Dane size and one for a small dog along with a print out of the difference in costs for even routine things at the vet.
 - Bring a few destroyed items to show the damage a Dane can do. You may also download the “Danes of Destruction” poster from <http://groups.yahoo.com/group/MarmadukeMovieEducationalEffort>.
 - Also available on the site is a handout “Safety With Dogs”, giving instruction on the proper way to greet dogs. While this is geared more for distribution at a dog show, it may be helpful as a handout.

Be “out there”

- Clubs and rescues might want to consider posting their website address at online sites such as Craigslist. A simple sentence: “Did you enjoy the Marmaduke movie? Are you considering adding a Dane to your household? Be informed before you buy!” Contact (insert info) for information on Great Danes to help you find out if this is the right breed for you.
- Contact your local radio and/or TV station and see if they would be interested in doing an interview with a Dane-savvy person.
- Post information contact cards at local pets stores, veterinarians offices, groomers, boarding kennels, dog parks and other doggy places.
- Contact your local kennel club and ask if you can have an informational table out during Dane judging. Publicize the event in your local paper and online classifieds.

- If you are involved in the educational field, you may want to see if you can do a presentation, with or without a dog.

Literature to consider

- “Discover The Great Dane”, by the Great Dane Club of New England and offered by the Great Dane Club of America for educational purposes is an excellent booklet, very nicely done. There is no charge for the booklets (just reimburse for postage). Booklets can be obtained by contacting Dianne Powers at diannepowers@comcast.net.
- Many sites have excellent literature that can be printed off and used. Sights to check out include:
 - www.gdca.org Great Dane Club of America
 - www.daneoutreach.org Dane Outreach

Resource site

- A yahoo group site, “Marmaduke Movie Educational Effort” has been set up. Anyone may join and this site (from the files section) will allow people to download educational information that can then be printed for distribution as handouts. Anyone can join this group without moderator permission, but it does not allow for discussion. To join, go to: <http://groups.yahoo.com/group/MarmadukeMovieEducationalEffort>. If you have educational literature you would like to add, please email the moderator at MarmadukeMovieEducationalEffort@yahoogroups.com after joining the group.
- You might want to add a link to your site:
 - <http://groups.yahoo.com/group/MarmadukeMovieEducationalEffort>