



February 8, 2016

Greg Blatt
CEO and Chair
Match Group North America

Dear Mr. Blatt,

We hope you are well. We know that Match is the largest dating site in the world, and some of our staff and members use your services. Because your site is so big, we ask that you help people with adopted animals to find each other this Valentine's season by fine-tuning your questionnaire. We think it would be great if in the standard profile section applicants could indicate whether they have adopted or bought their companion animals and also whether that dog or cat is spayed or neutered, as these are important factors that people will want to know about when selecting a partner.

The means of choosing one's companion animal is an important qualifier to many people these days. As you probably know, buying an animal from a pet shop or breeder exacerbates the homeless-animal crisis, which costs more than 3 million cats and dogs their lives every year, and every "unfixed" dog or cat who has a litter adds to the number. Animal shelters are forced to euthanize many wonderful, deserving cats and dogs because of a lack of good homes. Every animal purchased from a breeder or pet store kills a needy animal's chance at the American dream of life, liberty, and the pursuit of happiness, and making sure that your dog or cat is sterilized is a sign of being a caring person.

Many daters who choose adoption and offer a loving home to an abandoned cat or dog awaiting a chance at life in an animal shelter would prefer to be matched with like-minded individuals who share the same values. We hope you'll set a wonderful example by encouraging applicants with a revised questionnaire that includes this information. Please let us know if we can be of any assistance.

Very truly yours,

Ingrid E. Newkirk
President

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