

October 27, 2025

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS
FOUNDATION

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) to demand that Pawrade immediately cease using the term “**adopt**” in its promotional materials when referring to the purchase of dogs from breeders or brokers. Adoption applies to a transfer of ownership that does not involve a commercial transaction, where the person or organization placing the animal for adoption is not profiting. Pawrade’s misuse of the term is clearly intended to deceive unsuspecting customers into believing they are rescuing dogs, while leading them to purchase dogs from the very entities fueling the overpopulation crisis.

The phrase “*Adopt, Don’t Shop*” arose as a call to address the animal homelessness crisis by steering people *away* from breeders and toward shelters and adoption groups whose mission is to help homeless and unwanted animals. While shelters in Charleston are overwhelmed with a constant influx of homeless and unwanted dogs, breeders and puppy brokers like Pawrade are churning out litter after litter, unscrupulously selling puppies as merchandise to anyone with a credit card. Deliberately co-opting “adoption” language to market the very practice that the adoption movement opposes is deceptive, dangerous, and despicable. The dogs advertised on Pawrade’s website are not being saved; they are being sold.

PETA looks forward to your prompt confirmation that you have removed all misleading “adoption” claims from your website. Absent your confirmation, PETA will be forced to investigate avenues for legal action.

Respectfully,



Carey Buxton
Counsel
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PETA FOUNDATION IS AN OPERATING NAME OF THE FOUNDATION TO SUPPORT ANIMAL PROTECTION.

ENTITIES:

- PETA U.S.
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)