

## SEAWOLF PRODUCTIONS

December 2007

### The Puppy Mill

#### A Documentary about that Puppy in the Window

They are part of the family. In fact, they're part of our work force, assisting the disabled, the security forces, and even selling product via the media. But there's another side of the story, one that involves animal cruelty and suffering.

*The Puppy Mill* is a documentary that explores the domestication of dogs and how our demand for the ultimate family pet has led to increasingly inhumane treatment.

*"As a dog owner, I am interested in the welfare of animals. As a film maker, my passion is about revealing truths that would otherwise pass us by",* says William Wolfenden, who is producing the independent documentary through his company, Seawolf Productions. *"We have a lot to celebrate about our relationship with dogs, and this documentary looks at that history".* But he adds, *"there's a lot we don't know about the breeding, treatment, and sale of puppies through pet stores, and it's nothing short of animal cruelty".*

Under a new bill tabled in the NSW Parliament, dog lover and parliamentarian Clover Moore has called for greater regulation in pet sales. Talking about the underlying objective of the documentary, Moore says *"the principle here is about our responsibility as humans to the animal world".* The Puppy Mill seeks to reach the every day consumer in society, to better educate them and raise their awareness before choosing to become new pet parents.

It is not an activist film, but addresses the abuse of innocent animals for commercial gain, and looks at the significant progress that has been made overseas to help alleviate the issue. *"We should be able to adopt the lessons learnt by other western nations",* says William, having spent time with several communities in the UK and USA. *"We need to conduct our pet business's so they both protect consumers and the welfare of animals'.*

*"I think Australians will be shocked by what goes on in this industry",* says William. *"The real price of that doggy in the window is it's future, and I think it's important to understand what can be done to eliminate cruelty, and learn more about our history".*

- 50mins Documentary for DVD release and TV broadcast
- Producer/Director - William Wolfenden (Seawolf Productions)
- Release early December 2007

**Visit [www.thepupmill.com.au](http://www.thepupmill.com.au) to view a trailer**

## Further Information

**Please note: Interviews are available on request**

### Contact

#### **Media Enquiries**

William Wolfendon

Email > [william@seawolfproductions.com.au](mailto:william@seawolfproductions.com.au)

Mobile > 0413 733 172

Fax > 02 9362 3588

Seawolf Productions Pty Ltd

Seawolf Productions established in 2004 drawing on many years of international video production experience and training. This broad range of creativity allows us to provide a unique, individual and rich result for our clients. Through established partnerships we can also provide additional specialised resources when required by our clients.

For more information visit [seawolfproductions.com.au](http://seawolfproductions.com.au)