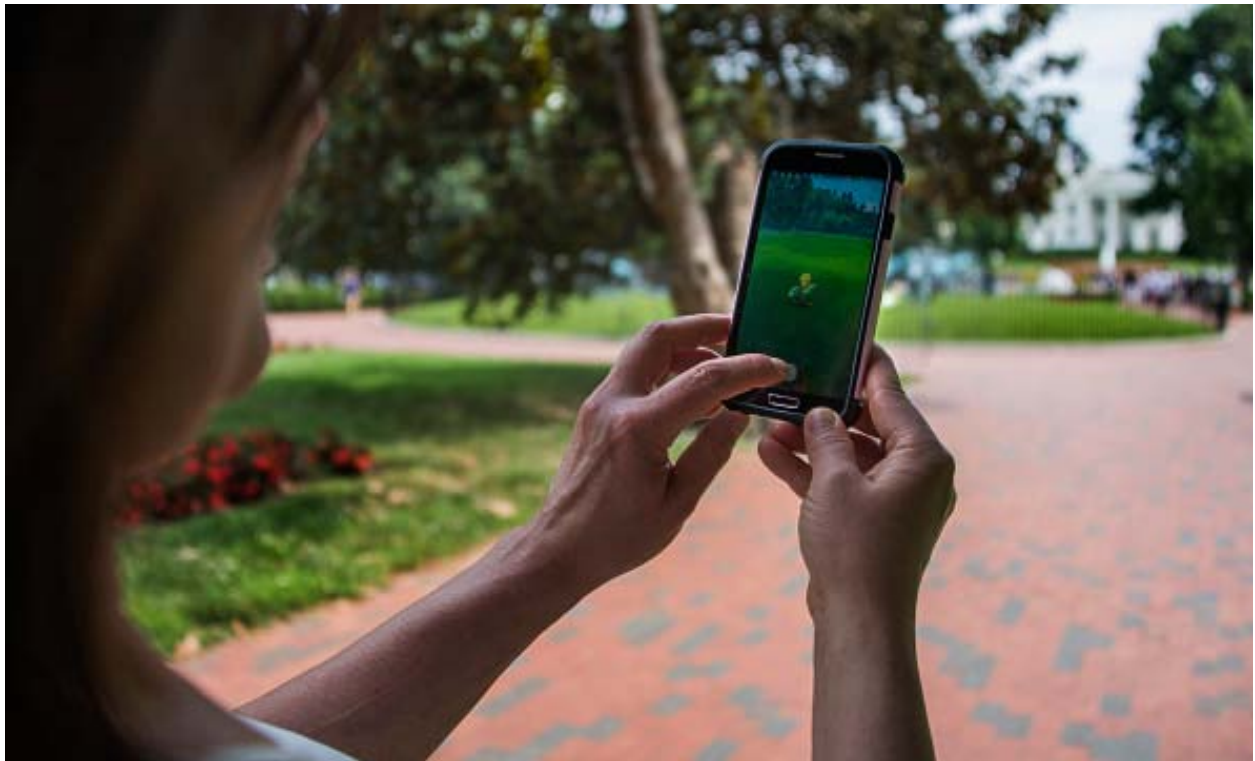


Animal Shelter Uses Pokemon Go to Entice Volunteer Dog Walkers



By Caroline Itjen

As a dental hygienist, Caroline Itjen performs cleanings, radiographic studies, and oral cancer screenings in an effort to promote dental health. A self-described animal lover, Caroline Itjen spends some of her free time voluntarily walking dogs for the North Shore Animal League in Port Washington, New York.

One animal shelter decided to leverage the popularity of the Pokemon Go mobile game to encourage dog walkers to volunteer. With Pokemon Go, players walk around in the real world to find and collect the creatures, taking advantage of the app's augmented reality functions.

Noticing many people in town walking around and playing the game, including his own nephew and daughter, the animal shelter's director created a volunteer ad and posted it to Facebook. The ad, which features images of popular Pokemon, encouraged players to visit the shelter and walk a dog while playing the game. His plan succeeded.

The post went viral and was shared thousands of times, according to NBC. More importantly, it garnered the animal shelter real-world attention. Between July 12 and July 17, the shelter welcomed over 250 volunteer dog walkers.

Whether you are a Pokemon Go fan or not, walking a shelter dog is an excellent way to do something good for the community while also getting in some exercise, yourself.