“Somehow they’ve managed to tackle the issue of animal abuse in a manner that doesn’t make people look away.”

Mark Stevanus, CEO/Founder of Social Boss
**Show Your Soft Side** is a public service campaign that was created to change the mindset of young people who all-too-often view the maiming and torturing of defenseless cats and dogs as a sign of “toughness” or “manhood.” The campaign’s message that compassion toward animals is a strength, not a weakness is one that, overnight, struck a nerve with old and young alike. Today, Show Your Soft Side uses its reach and resources to build a better world for animals and, in doing so, build better adults.

“In just a few short years, this volunteer-run effort has brought more star power to the issue of animal abuse than all the national organizations combined.” **John Thompson, Executive Director, National Sheriffs’ Association**

**Show Your Soft Side History:** In late 2010, Baltimore was beset by one horrific case of animal abuse after another. A nursing cat was set on fire by two 17-year-olds, a group of kids beat a young puppy to death in a public park, and two teens were charged with dousing a dog, later named Phoenix, in accelerant and then setting her on fire. Those hideous events turned out to be a defining moment for three determined women and one talented photographer in Baltimore – and Show Your Soft Side was born.

 Originally envisioned to be a few posters in City schools, the campaign captured the attention of the media and was soon being shared in households from Baltimore to Brazil, and beyond. Incorporated as a non-profit in 2013, Show Your Soft Side is run entirely by volunteers and boasts a team of more than a hundred athlete, rocker and celebrity “Softies” who are determined to end animal abuse before it starts.

“Show Your Soft Side Campaign illustrates that being kind to animals is the strong thing to do.” **BuzzFeed**
Show Your Soft Side Ads

In addition to running outdoor advertising in targeted markets, Show Your Soft Side relies primarily on social marketing to promote its message and currently reaches an audience of approximately 1.3 million people each week. In an effort to reach young people, Show Your Soft Side posters are made available, free of charge, to teachers and schools across the country.

If Brandon Williams is bearing down on you, your best bet would be to bark and wag your tail.

Only a punk would hurt a cat or dog.

Brandon Williams, #98, Defensive Tackle and Human Seamiller, Baltimore with Mabel, an adoring fan from Bella’s Bully Buddies.
Photography by Leo Howard Lubow

Facebook.com/showyoursoftside
Show Your Soft Side Ads

Only a punk would hurt a cat or dog.

John Adams never imagined he'd end up a rescue cat wrangler, but he has a soft side that shines.

Facebook.com/showyoursides

Only a punk would hurt a cat or dog.

Sep. Lawrence Cuy is well acquainted with the blitz.

Facebook.com/showyoursides

Only a punk would hurt a cat or dog.

Matthew Wame doesn't dwell on what he lost in Afghanistan, but instead on the paw prints that healed his heart.

Facebook.com/showyoursides

Only a punk would hurt a cat or dog.

You may be surprised to learn that cuddling puppies is part of Lenin Smith's regular repertoire.

Facebook.com/showyoursides
Show Your Soft Side Ads

There’s only one blitz that Ronnie Stanley wouldn’t dream of blocking.

Only a punk would hurt a cat or dog.

Is it any wonder Matt Wensin is a Gold Crown, All Star? After all, he’s got amazing paws.

Only a punk would hurt a cat or dog.

No wonder Paul Rabl is a multi-time All Star, Champion and MVP. He excels at offense, defense and tricks.

Only a punk would hurt a cat or dog.

Scout may be the only dog alive who actually enjoys being tackled by Mark Heinzl.

Only a punk would hurt a cat or dog.
Show Your Soft Side Ads

If there’s one thing Cliff Davis loves more than getting his hands dirty, it’s dog hair.

Only a punk would hurt a cat or dog.

Leave it to Daron Jones to eat quiche bolognese for breakfast and cuddle puppies for dessert.

Only a punk would hurt a cat or dog.

The blue line isn’t the only thing Karl Alzner uses his size and strength to defend.

Only a punk would hurt a cat or dog.

Off camera, Kato Civic-Sweeter wins more of Hollywood’s most enduring love stories.

Show your soft side

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside

Facebook.com/shareyoursoftside
Show Your Soft Side Time Line

2011
Originally intended to be a few posters in city schools, the campaign resonates with old and young alike and is picked up by media outlets around the world.

2012
Although it began with three Baltimore-based athletes, we soon welcomed national names such as Tommy Lee of Motley Crue and spoken word artist, Henry Rollins. The campaign is featured on Animal Planet.

2013
In order to extend its reach, we incorporated as a 501c3 and are run entirely by volunteers.

2014
The campaign introduces its first female “Softie” and by year’s end, Hollywood also joins the team in the form of award-winning actress, Kaley Cuoco.

2015
Brent Smith of Shinedown becomes the 100th official “Softie” and the campaign is featured at the Association of Prosecuting Attorney’s annual conference as a tool for combatting animal abuse.

2016
The tables have turned with sports agents and players now asking to participate in the campaign. New “Softies” are coming on board on average two per month.

2017 and Beyond:
We’re working toward the day when we have role models in every field advocating for the compassionate treatment of animals and that message is engrained in every classroom and school across the country.
Show Your Soft Side Partners

We partner with a diverse list of athletes and celebrities, as well as individual schools and socially-conscious businesses to end animal cruelty before it starts. Some donate their time, others provide resources and funding, but all have demonstrated they have paw prints on their hearts.

“It’s one of those rare non-profits that thinks like a business. They just get it.”

John Minadakis, Owner, Jimmy’s Famous Seafood

“Pet Valu is honored to partner with Show Your Soft Side in raising awareness and necessary funds to end animal cruelty through events like Pawject Runway and initiatives like our pet photo calendar.”

Joe Dent, President, Pet Valu U.S.

Musicians
Brent Smith, Shinedown
Tommy Lee, Motley Crue
Lizzy Hale, Halestorm
Steve Whiteman, KIX
John Allen, Charm City Devils
Henry Rollins
Nokio, Dru Hill
Sin Quirin, Ministry

Football
Brandon Williams
Ryan Jensen
Lawrence Guy
Jeremy Zuttah
Matt Elam
Alex Lewis
Chris Moore
Ronne Stanley
Carl Davis
Gerrard Sheppard
Jarret Johnson
Brendon Ayanbadejo
Vince Papale

Baseball
Matt Wieters
Chris Tillman
Manny Machado
Ian Desmond
Buck Showalter
Pudge Rodriguez

MMA
Jon Bones Jones
John Rallo

Lacrosse
Paul Rabil
Kevin Crowley

Soccer
Tesho Akindele

Indycar Driver
Josef Newgarden

“The Show Your Soft Side campaign harnessed the power of Social Media to generate awareness. What started as a public outpouring of support for animals in Baltimore City quickly expanded and now includes notable Sports, Music and TV personalities from across the country.”

Jody Berg, Founder and CEO, Media Works, Ltd.
Show Your Soft Side Media Coverage

Since its launch, Show Your Soft Side has received attention from media outlets in the U.S. and abroad, been featured on everything from local news to episodes on Animal Planet. This exposure has helped bring the issue of animal abuse to the forefront and is a critical component of the campaign.

**Baltimore Sun**
Baltimore Athletes ‘show their soft side’ to Stop Animal Cruelty  
(9/26/11)

**Huffington Post**
Professional Athletes Show Their Soft Sides For Animals  
(9/30/11)

**Huffington Post**
Show Your Soft Side Animal Campaign Features Burly Baltimore Celebrities  
(6/19/12)

**Examiner.com**
Baltimore Raven Torrey Smith is in the Show Your Soft Side Campaign  
(2/2/13)

**Burlington County Times**
Philly Shows Its Soft Side  
(4/30/13)

**dailymail.com.uk**
Baltimore police officer ends up adopting ‘vicious’ pit bull ... after it licked him and jumped in his cruiser  
(8/14/13)

**BMoreGood.net**
Officer Brings Love for Animals Home  
(8/29/13)

**lovemeow.com**
Baltimore Police Officer Protects And Serves Both Two Legs And Four Paws  
(11/30/13)

**vitaminisgood.com**
Alaz Approves: Show Your Soft Side  
(1/6/14)

**Huffington Post**
Why this Baltimore Cop is Posing for Pictures with Adorable Kittens  
(3/4/14)

**Good Morning America**
Real Men Cuddle Pets  
(3/5/14)

**Fox News**
City Police Officer becomes Internet Sensation  
(3/5/14)

**BuzzFeed**
The Internet Has Fallen in Love with a Hunky Cop Who Rescues Cats  
(3/5/14)

**Closeronline.co.uk**
Handsome AND he rescues kittens: could this police office be the most eligible bachelor in the world  
(3/6/14)

**The Baltimore Sun**
Animal-rescuing cop becomes Baltimore’s top eligible bachelor  
(3/6/14)

**The Huffington Post**
Here’s a lot of Beefcake in the Name of Being Kind to Animals  
(6/2/14)

**Mashable.com**
Hunks and Pups Campaign Will Give You Paws  
(6/4/14)

**Dogster**
“Show Your Soft Side” Pairs Celebrity Tough Guys with Dogs to Prevent Animal Cruelty  
(8/28/14)

**American Dog**
Show Your Soft Side: The Feel Good Campaign That Grew Out Of Anger  
(Winter 2014)

**CBS Local**
Dallas Cowboys Raise Awareness to Fight Animal Cruelty  
(2/12/16)

**Baltimore magazine**
Gentlemen Prefer Dogs  
(5/16)
Contacts

Sande Riesett, Top Dog • info@showyoursoftside.org
Caroline Griffin, Legal Beagle • caroline@showyoursoftside.org
Lori Smyth, Promotions & Celebrity Cat • lori@showyoursoftside.org

Website: Showyoursoftside.org  Facebook: Facebook.com/showyoursoftside
Instagram: Showyoursoftside  Twitter: SoftSide 1