

Peanut's Media Kit

 @nutterbutterrescuepupper

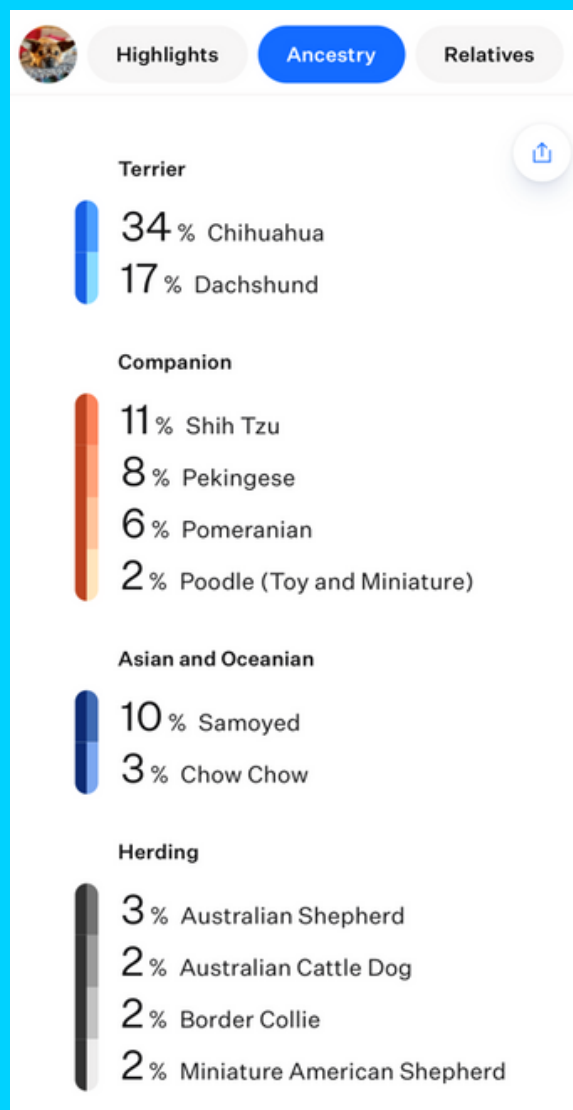
Brand Mission: To advocate and raise money and awareness for homeless animals

Contact: nutterbutterrescuepupper@gmail.com
Located in Reno, NV, USA



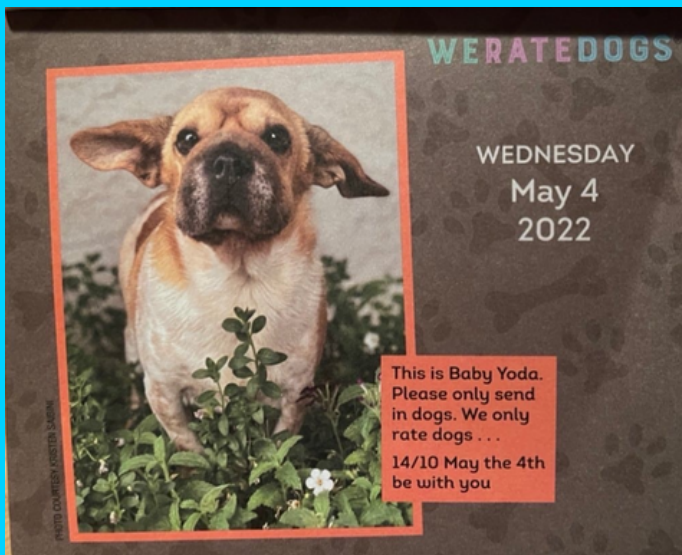
About Peanut

- Peanut rose to IG fame for his unique look, wide ears and adorable, sassy personality. Whether he's advocating for homeless animals, posting wake up video's or sharing creative ways to show just how smol he is, his IG followers are consistently engaged and loyal to our mission and brand
- He's raised more than \$20,800 for homeless animals since July 2021
- Peanut is a mix of 12 breeds and weighs 13 pounds
- He is a certified Therapy Dog through Alliance of Therapy Dogs
- He was adopted from Nevada Humane Society on Dec. 29, 2019



Features

- 2022 We Rate Dogs Calendar (14/10)
- 2022 ABC American Rescue Dog Show
- GeoBeats
- The Animal Rescue Dog Site
- Various local media in Reno, NV



Donations Made

All earnings from Peanut's IG and other initiatives are donated to 501c3 non-profit animal shelters or rescues. Since July of 2021, he's raised over \$20,800 for homeless animals.

Raised more than \$9,000 for One Love Arizona in Chandler, AZ

Raised nearly \$9,000 for Nevada Humane Society in Reno, NV

Raised \$1,329 for Vintage Pugs in Sacramento, CA

Raised \$500 for Pixie Project in Portland, OR

Raised \$400 for Lionel's Legacy in El Cajon, CA

Raised \$350 for Frosted Faces in Ramona, CA

Raised \$295 for Scoot to the Stars Rescue in Reno, NV

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Brands We've Worked With



BarkBox



JSX



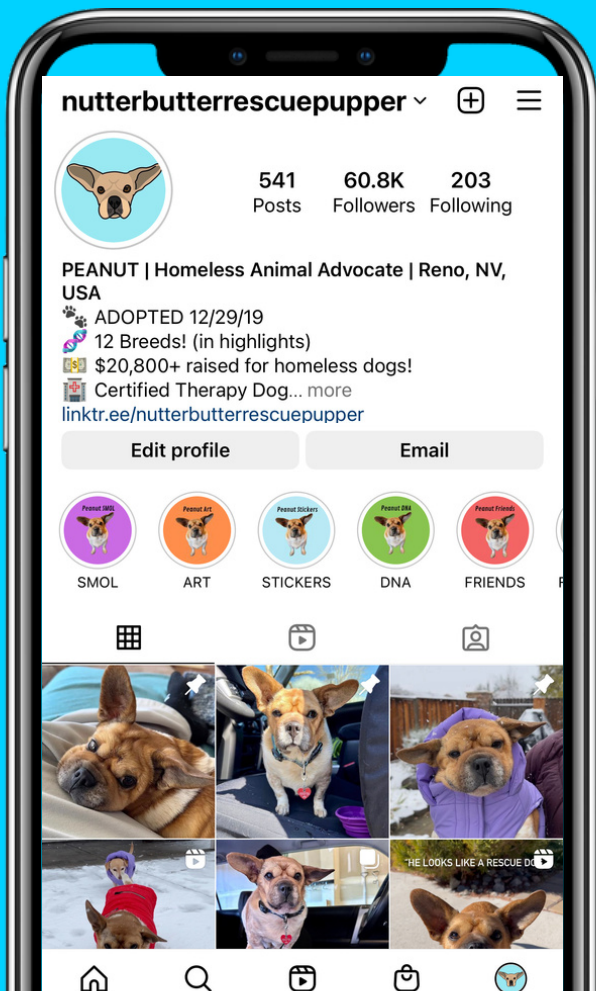
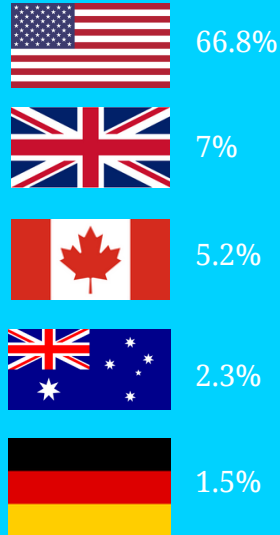
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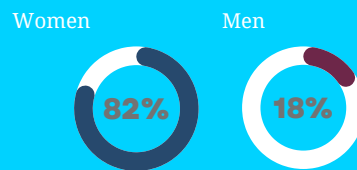
Instagram followers and reach as of 1/16/23



Follower percentage by country



Follower percentage by gender



Follower percentage age

