

# “Cool Crew” member launches lifesaving campaign

**PAOLA POTTS FIRST BECAME INVOLVED WITH REDROVER ABOUT THREE YEARS AGO.** As a person who is extremely sensitive to heat, she began noticing that dogs were often being left unattended in parked cars. Through research, Paola discovered the My Dog Is Cool (MDIC) website, and started distributing MDIC fliers, posters and copies of the California law to the public. Paola wanted to take it a step further, and in 2012, she developed a parking lot sign campaign.



A major factor to Paola's inspiring success has been her involvement with the RedRover Cool Crew, a private Facebook group for people who are passionate about preventing dogs from suffering in hot cars. “The formation of the Cool Crew group was a brilliant idea from RedRover,” she said. “The parking



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— Paola Potts



lot sign campaign was born and evolved through my communication with the members of the Cool Crew... we share research, ideas, information, advice, support and encouragement on how to effectively educate the public about the issue of dogs left in parked cars. It is a proactive group.” So far, Ace Parking in San Diego has installed 17 of Paola's signs, the Escondido Salvation Army has installed 10 signs and the City of Escondido has agreed to install at least 100 signs. Way to go Paola!

What is next for Paola? “This is a community service that I have embraced and I do it with dedication and love to protect dogs from unneeded suffering,” she said. “Once the signs are installed by the City of Escondido, I plan to approach other city councils and planning departments throughout San Diego and Orange Counties.”

Paola also plans to create a website to make these signs available, at no cost, to anyone who is interested. For anyone who wants to undertake a similar campaign for the animals, Paola recommends: “Do research on the issue, obtain information, contact animal organizations that address the same issues, be proactive and be polite but be persistent in achieving your goal.” ♥

Read how Paola made her signs and launched a successful campaign at [RedRover.org/Companion](http://RedRover.org/Companion).