

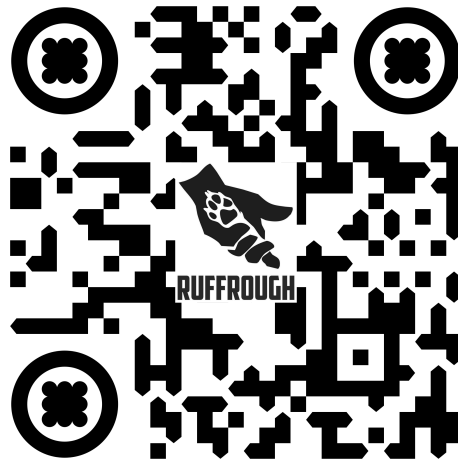
FOR IMMEDIATE RELEASE

Media Contact:

Kaye Cruz

Email: kaye@ruffrough.com

210-573-6990



January 31, 2025

Media Inquiries

For Interviews, awards, nominations, or more information, please contact: Kaye Cruz

Ruff Rough: Ordinary Dogs, Ordinary People, Extraordinary Survival

Houston, TX — Celebrating heroism and extraordinary actions in dog rescue, *Ruff Rough* shines a spotlight on remarkable stories of resilience, courage, and companionship. As a 501(c)(3) non-profit organization, Ruff Rough is dedicated to honoring both K-9s and their human counterparts for their inspiring acts of survival and heroism. With its slogan, "**Ordinary Dogs, Ordinary People, Extraordinary Survival**," Ruff Rough highlights the powerful connection between humans and their canine partners in moments of crisis and triumph.

"At Ruff Rough, we recognize the heroes—both human and canine—whose resilience and love transcend challenging times," said Kaye Cruz, Founder and Director. "These stories are more than anecdotes; they're testaments to the unbreakable strength of the human-animal bond."

Purpose and Awards

Ruff Rough celebrates the inspiring bond between humans and dogs through widespread media outreach, social media platforms, and their website. The organization's mission is simple yet impactful: to seek out and spotlight incredible stories of survival while providing tangible recognition to those involved. Award recipients receive engraved plaques, custom dog tags, and more.

Ruff Rough Awards in 2024

In 2024, Ruff Rough proudly recognized the heroic efforts of two Houston-area law enforcement agencies:

- **Galveston Coast Guard Sector**, for rescuing "Connie the Container Dog", a pregnant canine found trapped in a shipping container for over a week without food or water.
- **Houston Police Marine Unit – Lake Patrol**, for their extraordinary efforts in rescuing dogs, cats, and people trapped in 10-foot floodwaters at Lake Houston.

These awards symbolize Ruff Rough's appreciation for the heroism and resilience that define these incredible stories. Visit RuffRough.com and nominate a canine hero!

Ruff Rough officially began operations on **August 8, 2023**, during the response to the devastating Lahaina wildfires. Working alongside dedicated board members Jennifer Navarrete (Secretary), David Lopez (Treasurer), and the marketing team at Love Marketing, Ruff Rough rapidly activated its website and mobilized efforts to support impacted areas.

FOR IMMEDIATE RELEASE

January 31, 2025

Media Contact:

Kaye Cruz
Email: kaye@ruffrough.com
210-573-6990



Media Inquiries

For Interviews, awards, nominations, or more information, please contact: Kaye Cruz

Additional Information

About Ruff Rough

Founded in 2023 by journalist and natural disaster veteran Kaye Cruz, Ruff Rough is a 501(c)(3) non-profit organization inspired by firsthand experiences of heroism during moments of crisis. From commemorating remarkable stories to spearheading innovative rescue initiatives like **Drones4Dogs**, Ruff Rough is dedicated to honoring and enhancing the human-animal bond. EIN #87-4745143.

Website: <https://ruffrough.com/>

Award recipients—both dogs and humans—receive meaningful tokens of appreciation, which may include:

- An engraved award plaque.
- Gift cards from Chewy, Petco, or Amazon.
- Custom dog tags.

Join Ruff Rough's Mission

Through donations, partnerships, and shared stories, Ruff Rough invites individuals and organizations to join in their mission of celebrating the extraordinary resilience of ordinary dogs and people. Every contribution goes directly toward the recognition of heroes and the support of innovative rescue solutions.

First Response and Field Support

Ruff Rough also provides critical assistance during natural disasters, such as hurricanes, tornadoes, and wildfires. The organization steps in to offer logistical support, supplies, and aid in disaster-stricken areas, ensuring that no pet or family is left behind.

Additionally, Ruff Rough collaborates with other nonprofits to strengthen the broader animal rescue community and extend the impact of collective efforts.

Follow @ruffrough on Social: Meta, X, Youtube, & Instagram

- <https://www.facebook.com/profile.php?id=61551909000596>,
- <https://x.com/RuffRoughK9>,
- <https://www.youtube.com/@Ruff-Rough>