

Press release

(for immediate use)

Istanbul, 10th Mai, 2016

World Premiere:

First Stray Animal Portal launched in Turkey - KirikKuyruk.com (BustedTails.com)

The world's first web portal dedicated to the welfare of stray animals, KirikKuyruk.com, has been officially launched. This is the first ever map-based web portal dedicated to stray animals, a simple but unique concept launched in and for Turkey.

The map-based portal allows for users to post classified ads concerning stray animals in need. It aims to aid and bring together kind-hearted and dedicated animal lovers and form a strong grassroots movement - its motto: "Be a hero to the animals on your street!"

Animal lovers will be able to search and post classified ads in 38 different categories. Anyone can post, whether individuals or official societies and institutions, allowing them to share information, find vets and equipment and/or locate and offer to assist our animal friends in need.

The map will also feature classified ads of cats and dogs in need of a new home, animal carriers available for borrowing as well as people willing to volunteer their time and labor to assist local stray animals. Simply search the map for classified ads closest to you.

KirikKuyruk.com will also provide do-it-yourself educational videos and posters, allowing everyone to actively help stray animals. The site will share helpful links, graphics and videos related to stray animals and the improvement of their lives.

It should be noted that KirikKuyruk.com was created and is run by two volunteers in their free time and without any budget. It would be more than happy to share more educational information but needs additional volunteers to create well-made videos and posters.

The Animals Need Your Input:

Information will be available to anyone in need – to access quickly and accurately – so they can effectively help any animal in need. But only with your help will we be able to create a large database of helpers, equipment, vets, municipalities, etc. The Portal is a tool and needs active input from YOU.

Stray cats and dogs all over Turkey need you to:

- Post a personal ad if you have cages, traps, time, or expertise in your area
- Tell other animal friends to post ads so they might find or offer support in their neighborhood
- Encourage your local vet, pet-shop and Restaurants (food left overs to donate) to post an ad – or do it for them – (with all the correct details)



Sokaktaki Dostlarımızın Kahramanı Olun!

Be The Hero Of The Animals On Your Street!

How it all started:

Two animal lovers were struggling to rescue a wild stray cat from a neighborhood roof over 2.5 years ago. After two frustrating weeks of trial and error, the cat was finally rescued. Their struggle led to the question: "Why isn't there a help portal for street animals?"

The idea and concept of BustedTails.com / KirikKuyruk.com was born. Still, it took more than two and a half years to transfer the idea into an actual, working portal.

In fall 2014, a crowd-funding project was started to hire paid programmers for the project. The crowd funding PR video went viral all over Turkey with almost 400,000 views and more than 16,500 shares – however the target amount was not reached and not a single penny was collected.

Please keep in mind KirikKuyruk.com is a volunteer project and without any budget. As a concept and not a legal organization, KirikKuyruk.com cannot accept any donations.

Video "How to place an ad": https://youtu.be/2LJtUtSQg_Q

PR video: soon to come

For Press Pictures please write us: info@kirikkuyruk.com

or call: +90 - 555 – 410 10 67



Sokaktaki Dostlarımızın Kahramanı Olun!

Be The Hero Of The Animals On Your Street!