SWEDISH ADVENTURER RECEIVES HERO TO ANIMALS AWARD FROM PETA

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Stray Dog's Rescue Story Has Happy Ending Following Twitter Campaign

London – A **Hero to Animals Award** is on its way to Swedish adventurer Mikael Lindnord, who famously rescued stray dog Arthur during a 430-mile racing world championship in Ecuador and spent weeks conducting a social-media campaign and successfully negotiating with the Swedish government to be able to take Arthur home. PETA – whose motto reads, in part, that "animals are not ours to abuse in any way" – typically gives the award, which includes a framed certificate and a letter of appreciation, to individuals who have shown exemplary dedication in rescuing an animal.

"Mikael Lindnord's courage and persistence in saving the life of a stray dog and then offering him a forever home is an inspiration for caring people everywhere", says PETA Director Mimi Bekhechi. "PETA encourages everyone with the time, willingness and resources to care for an animal to follow Lindnord's example by always adopting – and never buying."

Lindnord, who met the dog while competing on a team of four extreme adventurers, took pity on Arthur – who suffered from a wound on his back – and offered him food. Arthur quickly began following the team wherever it went: swimming in rivers, climbing mountains and wading through knee-high mud. When organisers warned that taking Arthur on a part of the race that included a 36-mile kayak trip posed a risk to his safety, the team members attempted to set off without him, only to be thwarted when the dog jumped into the water to follow them. They quickly scooped him up and took care of him for the rest of the journey. "I came to Ecuador to win the World Championship", Lindnord said. "Instead, I got a new friend."

After the race concluded, the team opened a PayPal account and started a successful Twitter campaign to take Arthur home with them. Thanks to the approval of Sweden's Board of Agriculture, Arthur is currently receiving treatment for his wound in quarantine, and he will soon be in his forever home with Lindnord. And Lindnord's dedication to helping animals hasn't stopped – he and his team established the The Arthur Foundation to help other stray dogs.

For more information, please visit **PETA.org.uk**.

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