



NEWS RELEASE

City of Los Angeles Department of Animal Services
221 N. Figueroa Street, Suite 500, Los Angeles, California 90012 / www.LAAnimalServices.com

CONTACT: Vianessa Castaños
323.798.4354 / vianessa@samsonpr.com

FOR IMMEDIATE RELEASE:
September 2, 2008

ANIMAL WELFARE ADVOCATES PARTNER WITH LA ANIMAL SERVICES TO PROMOTE NEW SPAY AND NEUTER LAW IN LOS ANGELES

LOS ANGELES – LA Animal Services is partnering with a group of animal welfare advocates, organizations, city officials, community leaders and celebrities to launch a citywide spay/neuter awareness campaign in conjunction with the October 1, 2008, date for the beginning of active enforcement of the landmark spay/neuter ordinance approved in February.

"LA Animal Services appreciates the tireless efforts of this extraordinary team of volunteers," said Ed Boks, general manager. "During these times of fiscal crisis it is reassuring that we can pull together as a community to help get the word out on this important new law."

SamsonPR, a strategic communications agency specializing in social and cause-related marketing and public relations, is also assisting in the launch of a comprehensive awareness effort targeted at Los Angeles residents with a strong message – get your pet spayed/neutered or pay a fine.

"We have an amazing group of individuals and organizations coming together to support this cause so important to our community," said Beth Shaw, president and founder of YogaFit®, Inc., a campaign corporate sponsor. "We brought on SamsonPR to get our message out to LA residents about the seriousness of this new law that requires the spaying and neutering of pets. People who choose not to comply with this new law will face getting a ticket and eventually face legal ramifications if they continue to ignore it."

The new law requires all cats and dogs in the City of Los Angeles be spayed or neutered after four months of age, with some specific exemptions allowed. Mayor Antonio Villaraigosa signed this ordinance on Feb. 26, 2008, making Los Angeles the national leader in efforts to humanely decrease the number of pets abandoned and euthanized each year.

Spaying and neutering are humane and life-affirming means of ending euthanasia of healthy, adoptable pets. The new law helps establish Los Angeles as one of the most humane cities in America by educating pet owners to be more responsible, making our streets safer for pets and people, reducing the number of animals killed each year in our animal care centers, and allowing us to more effectively use our resources. The spay/neuter law is a tool for Animal Services to hold accountable those pet owners whose irresponsibility threatens public safety and fills our animal care centers with homeless dogs and cats.

For more information and a fact sheet on the new spay and neuter law, please visit www.laanimalservices.com/spayneuterlaw.htm.

For more information or assistance call LA Animal Services at
1-888-452LA-PET1/1-888-452-7381
(TTY Hearing impaired: 877-875-8205) or visit the website at www.LAAnimalServices.com.
We create happiness by bringing pets and people together!