



NEWS RELEASE

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LA ANIMAL SERVICES REPORTS A POSSIBLE BEVERLY HILLS CHIHUAHUA BACKLASH

Los Angeles – LA Animal Services announced in October that the City may be experiencing a **Beverly Hills Chihuahua** “backlash”. Just two months after the opening of the popular Disney movie the Department is now reporting a 57% increase in the number of Chihuahuas taken into the City’s six Animal Care Centers (435 in Oct/Nov 07 compared to 682 in Oct/Nov 08). This is consistent with a disturbing trend developing over the past twelve months. The Department reports a 14% to 29% increase in Chihuahua intake every year since 2001. However, over the past twelve months that rate skyrocketed 55% (3,779).

The Department is monitoring this trend to determine if there will be a further marked increase following the October release of **Beverly Hills Chihuahua**. Such a trend was reported to have plagued municipal shelters for years following the release of Disney’s **101 Dalmatians** in 1961 and its remake in 1996.

Fortunately, the influx of charming Chihuahuas has resulted in a 58% increase in Chihuahua adoptions (297 in Oct/Nov 07 compared to 470 during same time in 08). Distressingly, a 57% increase in the number of Chihuahuas euthanized (65 compared to 102) is also reported during this same period.

“This was a major concern we attempted to bring to Disney’s attention prior to the release of the movie,” said Ed Boks, general manager of LA Animal Services. “Unfortunately a concerted effort on our part and that of both the animal control and humane communities failed to convince them to take any preventative action to help mitigate another **101 Dalmatians** type of blowback.”

While it is still too soon to conclusively link the numbers from October and November to the movie the Department is monitoring the situation closely and will report monthly on the number of Chihuahuas taken in, adopted, and killed from October 1st, 2008 going forward compared to each of the last six years. That information can be found at:

<http://www.laanimalservices.com/PDF/reports/ChihuahuasIntakeNOutcome.pdf>

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.

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