



NEWS RELEASE



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LA Animal Services Launches Pet Videos on Website

If a picture is worth a thousand words, then our new pet videos will spark many long, happy discussions! LA Animal Services is pleased to announce a new website feature to assist potential adopters shopping our site in search of the perfect pet. With the generous help of volunteers, we now have videos of selected great adoptable pets.

Response to the video presentation of pets has been outstanding. To date, the first set of pets featured in videos at North Central Animal Care Center has all been adopted. Ludacris, a male Labrador mix who had been at the Center for more than 90 days, was adopted shortly after the video hit the website. Staff credits the video as his ticket home.

Robert Cabral, director of Bound Angels, initiated the concept and has already produced video of more than a dozen pets at the North Central Animal Care Center. He said "In these videos, the pets are suddenly stars. We strive to show the animals' overall personality and infuse that with a little story that is fun to watch. My goal is to get people into the shelters and make the shelter the first place people think of when it comes to getting a new pet." These videos are short, charming and moving.

Given the success of the videos at the North Central Animal Care Center, the other five remaining Centers are working to recruit and train volunteers to video pets. The videos cameras used to film the pets were donated to the Centers to assist promoting adoptions.

"We are very grateful to Robert Cabral for his time, talent and energies spent to create these amazing videos of our pets", stated Kathy Davis, Interim General Manager. "It provides our dogs and cats with a great opportunity to show off in front of the camera and reach into someone's heart via the internet. We know this format will greatly impact the lives of our pets and their new adopter. Just ask Ludacris."

The link to our pet videos can be found at: www.laanimalservices.com under "Pet Information", click on "Videos of Pets" or look for the Video icon on the page for an animal care center.

Don't forget – Spay/Neuter your pet! ~ IT'S THE LAW!

Need low cost/no cost options? Visit our website at
www.laanimalservices.com and click on the badge!

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