



NEWS RELEASE



City of Los Angeles □ Department of Animal Services

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FOR IMMEDIATE RELEASE:

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LA Animal Services Issues S.O.S. – SPONSOR OUR STRAYS!

Los Angeles – LA Animal Services announced on March 17, 2010 that they were reinvigorating the Kennel and Cage Sponsorship Program, expanding it to all six Animal Care Centers across the City. Since the announcement, more than 50 sponsorships have been sold. Along with other cash donations, the Department has received in excess of \$53,000 in the past 4 weeks. The money is being put to good use purchasing medical supplies, food and kitty litter to aid the City's dwindling budget outlook. The department continues to juggle rising expenses to care for the more than 54,000 cats and dogs that were impounded in the past 12 months. Given the City's bleak financial condition, the Department is issuing a continued plea for financial assistance.

For a \$300 tax deductible donation, pet lovers can sponsor a dog kennel or cat cage that will bear an engraved Love Plaque attached to the kennel or cage door at the Center of their choice. Sponsors may choose a variety of verbiage for their plaque, which will remain in place for one year. At the end of the year's sponsorship, the plaque will then be returned to the donor. Donors may place their names on the plaque or choose to honor deceased or living loved ones, both two and four legged. The Sponsor will also be listed on the chosen Animal Care Center's webpage for one year to recognize their generous contribution. All donations will directly benefit the animals and will not be used for administrative costs.

"We're sending out an SOS. We are extremely grateful for the donations we've received to date" stated Interim General Manager Kathy Davis. "We need the public's continued help to care for these voiceless victims. Any financial support would be greatly appreciated – from dimes to dollars."

Applications for the Sponsorship Program can be found on the Department's website at www.laanimalservices.com. Click the Donations icon, then scroll to the Kennel Sponsorship box on the lower right hand side of the page.

General donations are accepted at the Department's six Animal Care Centers or on line by clicking on the donation icon at www.laanimalservices.com.

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.

We create happiness by bringing pets and people together!