



NEWS RELEASE



City of Los Angeles Department of Animal Services

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Los Angeles Animal Shelters Join Efforts to Promote California "Pet Lover's" License Plate

LA Animal Services is excited to join with the Found Animals Foundation, California Veterinary Medical Board and the California Spay and Neuter License Plate Fund to promote the California "Pet Lover's" License Plate. "I am excited to promote the "Pet Lover's" License plate and to give pet lovers the opportunity to share their love for pets on their license plates, said LA Animal Services GM, Brenda Barnette. "We encourage other California municipal animal shelters and companion animal-focused non-profit organizations to join with us in promoting this custom license plate for California residents."

Participating organizations are asked to help promote the "Pet Lover's" Plate by displaying brochures, hanging banners and featuring the plate in publications and inserts. All materials will be provided free of charge, and the Fund will work with each organization to ensure they receive credit for past and future pre-orders placed.

The three shelters and/or non-profit organizations with the greatest number of pre-orders to their credit will win cash prizes totaling \$15,000 from the Found Animals Foundation.

All interested organizations are required to complete a short application by March 31st. Applications are available online at <http://www.caspayplate.com/>, via e-mail, or can be sent via first class mail. By April 15th, all participants will receive a kit providing them with all the information they need to officially promote the plate.

The "Pet Lover's" Plate was launched in June 2010, and since then, approximately 2,600 of the 7,500 required pre-orders have been placed. Once in production, proceeds from the plate will be distributed to cities and counties throughout California to support free and low-cost spay and neuter programs through clinics, shelters and vouchers redeemable at local veterinarians.

"With 500,000 dogs and cats being euthanized in California each year at a cost to taxpayers of \$250 million, there is no better time to promote the importance of spaying and neutering as one of the best tools we have available to minimize the number of pets entering shelters," said Aimee Gilbreath, Executive Director for Found Animals Foundation.

Shelters and animal groups can also benefit from a second promotion. To thank supporters of the plate, all new pre-orders will be placed in a drawing. Out of every 100 people who place a pre-order, one will be chosen to designate the shelter or 501(c)3 of their choice as the recipient of a \$300 donation. "As the largest shelter system in California, the Los Angeles Animal Shelters are focused on finding permanent homes for pets every day," said Brenda Barnette. "By promoting the "Pet Lover's" license plate, we have the opportunity to earn additional funds to help us accomplish this goal."

Those interested in participating in the promotion or learning more about the plate can visit <http://www.petloversplate.org> or can send an e-mail to info@caspayplate.com.

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