



Pet Assistance Foundation

A compassionate presence in the community since 1955



NEWS

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EDUCATIONAL PRINT CAMPAIGN IS A TIMELY MOTIVATOR FOR VISITING NEW CITY ANIMAL SHELTERS

Los Angeles, California

A unique series of print spots featuring various dog breeds as the visual backdrop for pet care, responsibility, shelter adoption and anti-cruelty messages will be seen in most areas of the city this week. Funded almost solely by **Los Angeles city council members** and neighborhood councils, the widespread campaign is spearheaded on behalf of the Pet Assistance Foundation, one of the oldest organizations in Southern California. The captivating photos of the dogs were donated by renowned photographer **Peter Nash**, whose clients include celebrities, musicians and major entertainment corporations.

100 bus shelter posters were printed and produced in targeted areas to inform multiple communities about the importance of pet sterilization, reporting animal abuse, and choosing to adopt from city shelters. Two out of the four spots are in Spanish, and each includes vital contact information such as the spay-neuter hotline number for both city and county residents, and the new **Anti-Cruelty Task Force** phone number.

Campaign creator Rachel Paap first brought the idea to the **Central Hollywood Neighborhood Council**, where she acts as the Director of Animal Welfare, for a community project to bring attention to the issues and spark buzz in the area.

"We have the resources, intelligence and the hearts to put an end to needless killing of companion animals in Los Angeles," Paap says. The city of Los Angeles euthanized approximately 20,000 animals last year. The **Department of Animal Services** is rolling out their new shelters in the next year. The first one, North Central at 3201 Lacy Street in Lincoln Heights opened last month and already, adoptions have increased.

The next phase of the campaign are well-crafted television ads highlighting the same issues, and several will include celebrities.

"In order to educate the masses, we've got to blanket every diverse niche in LA to market our message in a way that will bring a call to action. This issue is about changing behavior, and we must be committed to a long-term strategy," responds Paap.

To view the posters, visit your local animal shelter today, or go to www.rpworx.org

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