



rational animal in the news

ABC-7 AND NY1 PUBLIC SERVICE SPOTS ASK NEW YORKERS TO ADOPT FROM ANIMAL SHELTERS

NEW YORK—Two local news media outlets, WABC-TV Channel 7 and the NY1 cable network, have produced new public service announcements appealing to New Yorkers to adopt pets from local animal shelters and inviting the public to attend upcoming adoption events in the city parks.

The announcements were initiated by the Mayor's Alliance for NYC's Animals, a non-profit coalition of 41 local rescues and shelters and Rational Animal, an all-volunteer organization that uses media to promote the welfare of New York's at-risk animals and which has been recruited by the Mayor's Alliance to help towards the no-kill NYC campaign.

WABC-TV produced a public service announcement (PSA) featuring news anchor Bill Ritter of ABC-7 with Danny and Phoebe, a puppy and an adult dog from the Animal Haven shelter.

The NY1 PSA features footage gathered by Rational Animal of an adoption event held recently by the Mayor's Alliance for NYC's Animals in Staten Island's Clove Park.

Additionally, new municipal channel NYC-TV has recorded a PSA on behalf of the Mayor's Alliance, and Q104.3 has been very supportive in announcing adoption events.

"It's so important to have this kind of support from the local media," said Susan Brandt, executive director of Rational Animal. "It's up to the community to help the hundreds of animals currently in shelters by adopting and not buying from pet stores or breeders. There are so many wonderful animals that could be saved from euthanasia if more people adopted." For more information on upcoming pet adoption events in New York City, visit www.animalalliancenc.org/events/alliance.htm. To volunteer with Rational Animal in the campaign to promote the welfare of New York's at-risk animals, e-mail canhelp@rational-animal.org.



Jane Hoffman, president, Mayor's Alliance for NYC's Animals, with Bill Ritter, ABC-7 anchor with Danny and Phoebe, dogs from Animal Haven, a NYC animal shelter.

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