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## **ASPCA Announces Launch of “ASPCA<sup>®</sup> Mission: Orange<sup>™</sup>,”**

### ***Focused Campaign in Target Cities Aimed at Creating A Country of Humane Communities, One Community at a Time***

NEW YORK, January 10, 2007—The ASPCA<sup>®</sup> (The American Society for the Prevention of Cruelty to Animals<sup>®</sup>) today launched, in partnership with target animal welfare and community organizations from across the country, “ASPCA<sup>®</sup> Mission: Orange<sup>™</sup>,”—a focused effort to create a country of humane communities, one community at a time. In order to achieve this goal, the ASPCA and its partners will identify the unique needs of each target community and implement programs that will result in immediate, measurable and sustainable change for the animals in these communities, especially those most at risk—the shelter population. These programs may include, but are not limited to, financial assistance and grants, strategic planning, community grass roots activities, humane education and a variety of training opportunities. For more information, please visit [www.aspc.org/missionorange](http://www.aspc.org/missionorange).

“In the more than 30 years that I have been involved in animal welfare, I have seen, time and time again, that we, as an industry, are most effective in saving animals when we put our differences aside and pool our strengths to achieve what is, after all, a shared goal—the elevation and continued welfare of animals in our society,” said ASPCA President & CEO Ed Sayres. “This is the driving force behind ASPCA Mission: Orange—the desire to bring about immediate, measurable and sustainable change for the animals we are honor-bound to protect and provide for.”

The ASPCA has made a three-year commitment to each of the communities it will partner with in the 2007 phase of ASPCA Mission: Orange and in 2007, will invest up to \$200,000 in each community towards capacity-building and animal welfare efforts. As work in these communities progresses and they move towards a sustainable model, the ASPCA will begin assessing other communities in 2008 and beyond as it progresses towards its ultimate goal of creating a country of humane communities.

During the first year of the campaign, ASPCA Mission: Orange target communities and partners are:

- Austin, Texas, where lead community agencies are the Town Lake Animal Center, Austin Humane Society, emanciPET, and Animal Trustees of Austin;

- Gulfport-Biloxi, Miss., where lead community agencies are the Humane Society of South Mississippi, Mississippi - Spay and Neuter, Inc, Gulfport Police Department Animal Control, Biloxi Police Department Animal Control and Harrison County Animal Control;
- Philadelphia, Pa., where lead community agencies are Philadelphia Animal Care & Control and Philadelphia Animal Welfare Society, The Alliance for Philadelphia's Animals, the Pennsylvania SPCA, and Morris Animal Refuge; and
- Tampa, Fla., where lead community agencies are the Humane Society of Tampa Bay, Hillsborough County Animal Services, Animal Coalition of Tampa, and No More Homeless Pets – Hillsborough County.

“I am very proud to stand shoulder-to-shoulder with so many leaders in animal and community welfare today,” said Mr. Sayres. “It is vital that each community recognize each and every one of these organizations as the true heroes of their communities—they are the ones who, day in and day out, perform the tasks that are so vital to the wellbeing of animals in their communities. With an inclusive model, we can and will begin to make a difference to the animals most at risk—and sustain that difference over the long term.”

In addition, the ASPCA will continue to implement the principles behind ASPCA Mission: Orange in New York City, where it is a founding member of the Mayor’s Alliance for NYC’s Animals. The Mayor’s Alliance has formed a public-private partnership with the City of New York, and is working towards the day when no New York City dog or cat of reasonable health and temperament is killed merely because he or she does not have a home. In 2005, the ASPCA provided a \$5 million lead grant to the organization to help it reach its goal.

The ASPCA also welcomes the Richmond SPCA of Richmond, Va., as the “learning laboratory” for these target communities, sharing its resources and expertise through learning and exchange programs with these communities to help them achieve their goals. The Richmond SPCA implemented a progressive operating model several years ago which has dramatically reduced the number of homeless animal deaths in Richmond. In 2006, as a result of the Richmond SPCA’s faithful adherence to this model, no healthy homeless animal died in Richmond.

#### **About the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) was the first humane organization established in the Western Hemisphere and today has one million supporters. The ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. The ASPCA provides national leadership in anti-cruelty, animal behavior, humane education, government affairs and public policy, shelter support, and animal poison control. The NYC headquarters houses a full-service animal hospital and adoption facility. The Humane Law Enforcement department enforces New York’s animal cruelty laws and is featured on the reality television series “Animal Precinct” on Animal Planet. Visit [www.aspc.org](http://www.aspc.org) for more information.

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