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**“ASPCA<sup>®</sup> Mission: Orange<sup>™</sup>” Comes to Charleston County, SC**

*Community Joins Collaborative Campaign Aimed at Creating  
A Nation of Humane Communities, One Community at a Time*

*Check for \$600,000 Presented to Participating Animal Welfare Agencies*

CHARLESTON, SC; April 22, 2008—The ASPCA<sup>®</sup> (The American Society for the Prevention of Cruelty to Animals<sup>®</sup>), in partnership with three animal welfare groups in Charleston County, SC., today launched “ASPCA<sup>®</sup> Mission: Orange<sup>™</sup>” — a collaborative effort to create a “humane community” by curbing the needless euthanasia of adoptable pets.

ASPCA Mission: Orange, which is taking place nationwide in partnership with select “target” communities — including Charleston County — will address the animals most at-risk (i.e. shelter animals) by including and collaborating with leading community organizations to strive toward a save rate of 75 percent for unwanted and abandoned animals entering shelters.

In Charleston County, participating animal welfare agencies in ASPCA Mission: Orange are Charleston Animal Society (formerly the John Ancrum SPCA), Pet Helpers, and Humane Net.

“I am extremely pleased that so many wonderful organizations in Charleston County are joining with us to make their community a true humane community, where no animal is at risk simply because it lacks a home,” said ASPCA President & CEO, Ed Sayres. “As we work collaboratively toward achieving this goal, I am confident that the citizens of Charleston County will support its community leaders in doing this, and recognize them for what they are—the true heroes of the community. Together, we can indeed effect immediate, measurable and sustainable change for the animals we are honor-bound to protect and provide for.”

A check representing a \$600,000 pledge is being presented to the Charleston County community partners for the launch of the three-year campaign. A series of planning sessions, to be conducted by the ASPCA and its Charleston County partners, will help determine strategies and specific tactics to implement in Charleston County that will result in measurable and sustainable change for the community’s population of unwanted and abandoned animals. ASPCA Mission: Orange will drive the effort to reduce the homeless pet population in

Charleston County by increasing adoptions, reducing intake and strategically prioritizing and targeting other life-saving initiatives.

In addition to Charleston County, the ASPCA has made a three-year commitment to five other target communities which began their ASPCA Mission: Orange campaigns in 2007. The ASPCA is investing up to \$200,000 per year in each community toward capacity-building and animal welfare efforts. These are Austin, Texas; Gulfport-Biloxi, Miss.; Philadelphia, Pa.; Spokane, Wash.; and Tampa, Fla. The ASPCA will continue to implement the ASPCA Mission: Orange principles in New York City, where it is a founding member of the Mayor's Alliance for NYC's Animals. The ASPCA is also working with the Richmond SPCA of Richmond, Va. as the "learning laboratory" for these communities, sharing its resources and expertise through learning and exchange programs. The Richmond SPCA implemented a progressive operating model several years ago, and by 2006, no healthy, homeless animal in Richmond was put to sleep.

**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 Americas and today has one million supporters in North America. 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.asPCA.org](http://www.asPCA.org) for more information.

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