

FOR IMMEDIATE RELEASE

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spcaLA Says “No” to Emotional Warfare this Giving Season

Local Animal Welfare Group Chooses Positive Advertising

Los Angeles, CA – Society for the Prevention of Cruelty to Animals Los Angeles (**spcaLA**) is currently airing a commercial, but it's not the usual emotional warfare audiences are used to seeing from animal welfare groups. Instead, spcaLA is using uplifting images to demonstrate the positive work the 135 year old organization performs daily.

“How many times have you seen the image of a shivering, abused animal and immediately changed the channel or at the very least, tuned out?” asked Madeline Bernstein, spcaLA President. “spcaLA is not interested in shocking you with horrific images and maudlin music to guilt you into a donation. Instead, we choose to show viewers the positive impact of their support, *right here* in our community.”

The spot opens with sepia toned images from the turn of the twentieth century when spcaLA was founded. The narrator intones, “Since 1877, Society for the Prevention of Cruelty to Animals Los Angeles has relied on you, our donors to drive our mission to prevent cruelty to animals.” The commercial continues with original photos from spcaLA’s archives (no stock footage) explaining, “spcaLA educates, enforces the law, intervenes and advocates on behalf of millions of animals just like these,” while showing happy images of healthy animals and people of all ages.

“The idea is show the result of our donors’ support,” Bernstein explains. “spcaLA is THE spca of Los Angeles. There is no national spca or humane society that distributes funds, so when you donate locally and to spcaLA, it goes to help pets like the ones shown in the commercial. Those are all former shelter pets from spcaLA!”

The response has been overwhelmingly affirmative for this approach to advertising. Viewers have expressed ‘relief’ and ‘happiness’ to see a positive animal welfare message instead of one that immediately makes them cringe.

“We have always done things differently at spcaLA,” said Bernstein. “Whether it’s the design of our shelters or our violence prevention programs, it is our innovative approach that sets us apart.”

The commercial is available for viewing at spcaLA’s YouTube page
<http://www.youtube.com/user/spcaLA>

For more information or to schedule an interview, please contact Ana Bustilloz at (323) 730-5300, x252, cell (323) 707-1271 or email abustilloz@spcaLA.com.

spcaLA is an independent, nonprofit animal welfare organization serving Southern California since 1877. There is no national SPCA, parent organization, or umbrella group that provides financial support to spcaLA. Donations run programs and services including Cruelty Investigation, Disaster Animal Response Team, Humane Education, and a variety of shelter services.