

FOR IMMEDIATE RELEASE

May 6, 2013

## **spcaLA's 31st National Hero Dog Award™ to be Presented Friday May 10th**

**Los Angeles, CA** – Society for the Prevention of Cruelty to Animals Los Angeles (**spcaLA**) will present its 31st Annual National Hero Dog Award™ at 10am on May 10, 2013 in a ceremony at Nokia Plaza in downtown Los Angeles, thanks to the generous sponsorship of Newport Creative Communications.

For thirty-one years, spcaLA has recognized the heroic efforts of a canine companion animal who is not formally trained for rescues or law enforcement. spcaLA's National Hero Dog Award™ is the first and original award of its kind.

Past spcaLA National Hero Dogs include Shannon, a Golden Retriever/Border Collie mix who led her owner to her husband who was trapped under a tractor; Brutus, a Golden Retriever who took a bite from a poisonous snake to save his family; Shadow, a German Shepherd mix who fought off a grizzly bear that was attacking his owner; Miley a Terrier mix who roused her owner as poisonous carbon monoxide gas filled her home; Ronnie, a Wire Fox Terrier who defended his human and canine companion against a coyote intruder; Diamond, a Pit Bull who shielded her human companion from the flames of a fire that was engulfing her home; and last year's spcaLA National Hero Dog™, Bear who ran for help when her companion had a seizure, fell and became unconscious.

**spcaLA National Hero Dog Award™ Presentation**  
**10am**  
**May 10, 2013**  
**Nokia Plaza**  
**7777 Chick Hearn Court**  
**(In front of Nokia Theatre)**  
**Downtown Los Angeles**

The presenting sponsor of the spcaLA's National Hero Dog Award™ is **Newport Creative Communications**. The 31st annual spcaLA National Hero Dog™ and family will receive a gift basket and pet food from **Purina® Brand Pet Food** and a commemorative plaque and gift basket from spcaLA.

*For more information or to schedule an interview, please contact Ana Bustilloz at 323-730-5300 x252 or [abustilloz@spcaLA.com](mailto:abustilloz@spcaLA.com). All media welcome.*

### **About Newport Creative Communications**

Newport Creative Communications is a leading fundraising consulting agency serving more than 70 nonprofit clients. For over 25 years, Newport has paired results-driven direct marketing strategy, analytics and service with award-winning creative and design to help clients build long-lasting relationships with their donors. For more information, visit [www.newportcreative.com](http://www.newportcreative.com).

### **About spcaLA**

Society for the Prevention of Cruelty to Animals Los Angeles (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.

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