January 12, 1971

Mr. Donald Neff, Bureau Chief
Life Magazine
9470 Wilshire Boulevard
Beverly Hills, California 90210

Dear Mr. Neff:

I should like to suggest a feature for Life Magazine concerning the unique Animal Airlift conducted by the Los Angeles City Department of Animal Regulation.

In the interest of wildlife conservation, the Department is airlifting (by helicopter) small wild animals, humanely trapped in the City of Los Angeles, to a natural habitat in Angeles National Forest, 35 miles distant.

The program, believed to be the only one of its kind in the world, is now in its 17th month of operation. Particulars of the program are spelled out in the enclosed press release.

I suggest the Airlift as a feature due to the tremendous accent on conservation, particularly in the animal world.

I am enclosing two recent photos, relative to the Airlift, taken at an animal relocation site in the Forest.

I am aware, of course, if you are interested in the feature, that you would prefer your own photographic work. Space can be arranged on one of our helicopter flights for an assigned photographer.

The project is a continuing one, and I believe timely.

My telephone number is 485-5771

Very truly yours,

James McNamara
Public Relations

Enc. Airlift Press Release
2 Photos

JM:sb