

*News Release #5*

DEPARTMENT OF ANIMAL REGULATION  
MEMORANDUM

August 10, 1970

TO: Assignment Editor

FROM: Jim McNamara, Public Relations  
Department of Animal Regulation

SUBJECT: OPERATION SECOND CHANCE

For excellent photo and story possibilities of human interest, we invite your coverage of "Operation Second Chance".

Place: Ann Street Animal Shelter  
215 West Ann Street

Time: 9:30 a.m., Friday, August 14, 1970

Subject: Presentation of puppies and kittens to March of Dimes youngsters.

Present: Councilman John Ferraro  
Robert I. Rush, General Manager, Department of  
Animal Regulation  
Anthony Mehl, March of Dimes Executive

Contact: Jim McNamara  
485-5771 and 485-5765

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DEPARTMENT OF ANIMAL REGULATION  
CITY OF LOS ANGELES  
111 EAST FIRST STREET

AUGUST 10, 1970

FOR IMMEDIATE RELEASE

Contact: Jim McNamara - Susan Bryant  
Department of Animal Regulation  
Telephone: 485-5771

For ten handicapped children from a March of Dimes Birth Defects Treatment Center at Orthopaedic Hospital, Friday (August 14) will dawn a little brighter.

They will visit the Ann Street District Animal Shelter at 215 West Ann Street, and select puppies and kittens for keeps. The project was made possible for the second consecutive year through the joint efforts of the Los Angeles City Department of Animal Regulation and the March of Dimes. The baby animals were purchased from the Animal Regulation Department by private citizens.

The happy day is called "Operation Second Chance". The code phrase was coined by District Attorney Evelle J. Younger, County Campaign Chairman for the March of Dimes.

"Most of these youngsters were born with catastrophic-type defects at birth," Younger said. "Many of them, like thousands of others in the nation, were believed to be early terminal cases, but because of medical science, they were given a second chance."

The adopted pets, who also will be given a second chance, will be presented to the children by Councilman John Ferraro, whose Fourth District is served, in part, by the Ann Street Animal Shelter.

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"This project deserves a unanimous vote of approval from the entire City," Ferraro said. "I'm proud to represent the City Council in such a heart-warming, worthwhile undertaking."

Robert I. Rush, General Manager of the Animal Regulation Department, invited the youngsters to select their favorite pets from a wide range of animals available to the public.

Licenses were arranged for the gift puppies when they reach the age of four months. Rush reminded the children's parents the dogs also must be vaccinated against rabies when they reach that age.

Public low cost anti-rabies clinics currently are being conducted at recreation centers throughout the City. Rush advised persons whose dogs need inoculations to call 734-5577 (Central City, San Pedro and West Los Angeles) and 764-9016 (San Fernando Valley).

Serums have played a major role in human and animal health areas in the City and County. Mrs. Henry Fenenbock, Executive Committee Chairman for the Los Angeles County March of Dimes, said that polio, virtually, has been conquered through the use of Salk and Sabin anti-polio vaccines, financed by the March of Dimes.

Rabies incidence in the City, by dogbite, has been negative since 1965. The anti-rabies clinics have been chiefly responsible for the clean slate.

"Only through continued ownership responsibility and cooperation of pet owners can we maintain this fine record," Rush said.