

CITY OF LOS ANGELES
CALIFORNIA

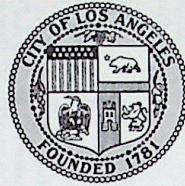
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April 20, 1970

DEPARTMENT OF
ANIMAL REGULATION

ROOM 410, CITY HALL SOUTH
LOS ANGELES, CALIF. 90012

624-5211

ROBERT I. RUSH
GENERAL MANAGER

ROBERT W. PHILLIPS
EXECUTIVE OFFICER

M E M O R A N D U M

To: The Feature Editor

From: James McNamara
Director Public Relations

May 3-9 marks the 56th Annual National Be Kind To Animals Week, sponsored by the American Humane Association.

The week has a special meaning as it serves to remind all of us that animals are a trust and responsibility, which we must assume in the natural course of existence.

Robert I. Rush, General Manager of the Department of Animal Regulation, has been appointed local Chairman for the event. Beginning this week, April 20, he will be available for interviews to discuss the many aspects and significance of Animal Kindness Week. For Example:

1. The meaning of BKTA Week. The importance of kindness to animals, and how this philosophy can be transferred to human relationships.
2. Problems attending domestic animal population.
3. Spaying programs.
4. How and where to select a pet.
5. Wildlife Conservation Program.
6. Pet care during the upcoming summer months.
7. The reasons (and deadline) for dog licenses.
8. Any other animal-related topics of interest you may wish to explore.

We can bring an animal to the interview at the studio, if you desire. Interviews may also be conducted at any of our five Los Angeles Animal Shelters.

To confirm dates and times for interviews or Shelter visits, please contact me or Miss Susan Bryant, 624-5211, Ext. 1771.

James McNamara
Director Public Relations