

CITY OF LOS ANGELES
DEPARTMENT OF ANIMAL REGULATION
111 EAST FIRST STREET
LA 4-5211, EXT. 1771

IMMEDIATE RELEASE

JIM MC NAMARA -- SUSAN BRYANT

Mayor Sam Yorty today (Tuesday, September 16) proclaimed the week of September 21-27 as Dog Week in Los Angeles in conjunction with the 42nd Annual National Dog Week.

Lorne Greene, television veteran, has been named National Honorary Chairman. Robert I. Rush, General Manager of the Department of Animal Regulation, has been named Local Honorary Chairman. Theme of this year's event is "Deserve To Be Your Dog's Best Friend."

The Mayor observed that dogs have served faithfully in times of national defense, that their deeds of heroism, both in times of peace and war, are legendary, and that dogs are indispensable to persons with loss of sight.

Rush announced a cooperative public service display promotion in which posters and billboards will urge visits by the public to Los Angeles City Animal Shelters. Poster theme is "Give This Tail A Happy Ending."

Involved in this public service program are the Carnation Company, the Southern California Rapid Transit District and Pacific Outdoor Advertising. Five hundred posters will be displayed on Rapid Transit vehicles beginning September 22. Twenty-five billboard panels located at high traffic density points throughout the City, also will carry the visitation and adoption message.

Voicing his appreciation to the sponsors who made the advertising program possible, Rush emphasized the importance of the Animal Shelter message.

"The Shelter facilities really belong to the people of Los Angeles," he said. "The Department of Animal Regulation earnestly invites the public to visit these shelters and see the many different and wonderful animals quartered therein. Our supply of dogs during National Dog Week will interest everyone.

"And the adoption price is minimal," he added.

Animal Shelters, open daily, except Sunday and holidays from 8:00 a.m. to 5:00 p.m. throughout the year, are located at the following addresses:

Ann Street Shelter
215 West Ann Street
Los Angeles 90012

Eleventh Avenue Shelter
3612 - 11th Avenue
Los Angeles 90018

Harbor Shelter
735 Battery Street
San Pedro 90731

Valley Shelter
13131 Sherman Way
North Hollywood 91605

West Los Angeles Shelter
11950 Missouri Avenue
Los Angeles 90025