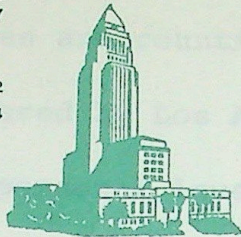


OFFICE OF LOS ANGELES
MAYOR SAM YORTY

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NEWS

April 22, 1970

Mayor Sam Yorty today proclaimed the week May 3 to 9, as "Be Kind to Animals Week" in conjunction with the 56th national observance of the occasion.

Robert I. Rush, General Manager of the Los Angeles City Department of Animal Regulation, has been appointed local Chairman for the event. Milton Berle has been named Honorary National Chairman.

"'Be Kind to Animals Week', dedicated to the welfare of animals, has a particular significance," Yorty said. "It serves to remind all of us that animals were placed on this earth for a purpose, and that we, as their masters, have a responsibility for their care and well-being."

The observance, he added is important "because a little kindness, starting with animals, can be contagious and reach into our own lives."

Children, he said, who are taught kindness to animals, "mature with an empathy toward life in general and adjust more easily to the problems of growing up and eventual adulthood."

Relative to general animal welfare in Los Angeles, the Mayor lauded the City's wildlife conservation program as a prime example of animal consciousness. Each week, many wild animals found in the City are relocated to safe areas in the Angeles National Forest through a program initiated by the Department of Animal Regulation.

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"Other cities and counties in the State would do well to emulate this program, pioneered by Los Angeles," Yorty said.

"On a more personal level, for those interested in acquiring new pets, I strongly recommend a visit to any of the five Los Angeles City Animal Shelters, located conveniently in central metropolitan areas, West Los Angeles, North Hollywood and San Pedro," the Mayor added.

The Shelters are open daily, 8:00 a.m. to 5:00 p.m., except Sundays and holidays.

"We welcome visitors," said Rush, whose department supervises Shelter operations. "We have many animals that would make wonderful pets, companions and family protectors."

Milton Berle sums up the human-animal relationship by saying:

"When you see a happy child, you'll usually find a happy pet -- and vice versa."