

SUMMER 2012



International Society for Animal Rights

Law and Education Serving Animals

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President's Message

Dear Friends,

As ISAR's supporters know, we communicate our message and current activities to thousands of people throughout the world by means of every traditional and modern method possible: postal newsletter, e-newsletter, website, blog, Twitter, Internet videos and online communities such as Facebook, Myspace, and YouTube.

Always searching for new ways to enlighten the public to the plight of animals, ISAR is now taking advantage of a new publishing program called eBooks that will implement our job description: "Law, Legislation and Education Benefitting Companion Animals." One of the most important educational tools ISAR has produced is now available on eBooks. It is the *amicus curiae* brief ISAR filed on behalf of the government in the First Amendment/Animal Rights case of *United States v. Stevens*. ISAR argued that the statute criminalizing creation, possession or sale of material depicting animal cruelty is constitutional, and that the obscene conduct criminalized by the law is not protected by the First Amendment. ISAR will be adding many of our growing number of earlier titles in weeks to come. ISAR's eBooks are available for the low price of \$1.99, through BookBaby.com and smashwords.com and also through most eBook retailers, including Amazon.com (for Kindle), Apple iBookstore (for iPad), Barnes & Noble (for Nook), Reader Store (for Sony Reader), Kobo, Copia, Gardners, Baker and Taylor, and eBookPie.

ISAR continues to educate Americans and others throughout the world through the production of Internet videos available at Xtranormal.com. Our latest production entitled "Silence is Not Golden" focuses on the widespread practice in the United States of surgically cutting the vocal cords of canines (and, less often, felines). While commonly known by the euphemism "devocalization," synonyms are "debarking," "silencing," "bark softening," "cutting the vocal cords"—and by the formal medical term "ventriculocordectomy."

Please Join ISAR In Making International Homeless Animals' Day® 2012 A Huge Success!

ISAR commemorated the 20th anniversary of International Homeless Animals' Day® on Saturday, August 20, 2011 with hundreds of observances in more than 30 states and 11 foreign countries including our neighbor, Canada.

Be a part of something special and join ISAR for our 21st annual International Homeless Animals' Day, which will be commemorated on Saturday, August 18, 2012. We encourage animal advocates from around the globe to join together with us to shed light on the tragedy of pet overpopulation and the spay/neuter solution.

International Homeless Animals' Day is a great opportunity for your organization, animal shelter, animal rescue, veterinary clinic or pet friendly business to receive the recognition you deserve for your dedicated efforts to alleviate pet overpopulation.

Your participation in International Homeless Animals' Day 2012 will underscore the tremendous impact that your organization's solution-focused efforts have on saving the lives of homeless animals.

International Homeless Animals' Day observances provide important opportunities to:

- Enlighten your community about the services you offer to the public.
- Raise much needed funds to support your spay/neuter programs.
- Increase adoptions by showcasing your adoptable pets.
- Educate your community about the importance of spaying/neutering.

Don't miss this wonderful opportunity to raise awareness to audiences around the world about dog and cat overpopulation and the spay/neuter solution.

ISAR offers *free* International Homeless Animals' Day packets to all who are interested in coordinating an event, whether it is a modest gathering or a large public event.

ISAR's informational materials will assist you in organizing an effective observance with suggestions for: site selection, reaching target audiences, obtaining speakers, creating press releases, using ISAR's proclamations, and much more.

Contact ISAR by mail, phone, fax or email to receive your International Homeless Animals' Day packet. For more information on this year's International Homeless Animals' Day events, our 2012 events listing, advertising opportunities, and more, please visit ISAR's website, www.isaronline.org.

Have Your Spay/Neuter Message Received Loud and Clear!

Searching for ways to promote your latest low-cost spay/neuter clinic, shelter event, or International Homeless Animals' Day Candlelight Vigil observance? Are you seeking a sure-fire way to grab the public's attention and educate your community about spay/neuter?

ISAR can help!

Available year-round, for a low price; ISAR provides our spay/neuter brightly colored billboards that will surely catch the eye of those who pass by them. Typically placed in high-traffic areas, ISAR's billboards have for years been drawing attention for upcoming shelter events and International Homeless Animals' Day observances, while promoting a simple solution to the pet overpopulation epidemic: spay/neuter.

Included in ISAR's spay/neuter billboard campaign, ISAR will help you choose from the many designs found on our website, www.isaronline.org – and assist in getting your individual billboard design just right, and then help you find a billboard posting company in your area.

So far in 2012, ISAR's brightly colored and informative spay/neuter billboards have been posted across the U.S. in states including California, Delaware, Indiana, and Louisiana.

Please visit ISAR's website at www.isaronline.org for more information about ISAR's spay/neuter billboard campaign or contact ISAR by mail, phone, fax or email for an order form today!

Everything that ISAR does on behalf of animals we owe to you, our dedicated supporters, and we are truly thankful. Each year, your commitment and financial support to ISAR greatly helps reduce the suffering and untimely deaths of unwanted companion animals. Your gift allows us to become a resource, a teacher, and a voice for companion animals everywhere.

Sincerely,



Susan Dapsis, President