

SUMMER 2014



International Society for Animal Rights

Law and Education Serving Animals

© 2014 ISAR

P.O. Box F, Clarks Summit, PA 18411 · 570 586-2200 · Fax 570 586-9580 · Website: <http://www.isaronline.org>

## President's Message

Dear Friends:

As many of you know, ISAR dedicates its efforts and resources to improve the lives of animals by being active on the legislative front as well as through our educational campaigns. ISAR's website, [www.isaronline.org](http://www.isaronline.org), contains extensive information about our principles, goals and programs.

ISAR recently introduced our comprehensive *Prohibition of Retail Commercial Sale of Dogs and Cats* Monograph and Model Statute that can be found on our website. They are a powerful resource for animal advocates who seek to maximize their chances of getting prohibitory legislation introduced and enacted.

Sadly, many if not most of the dogs and cats seen on retail levels—pet shops, malls, auctions, roadside cages, or elsewhere—have traveled through a pipeline that began with breeders, either commercial or amateur.

ISAR commends our Model Statute Prohibiting Commercial Retail Sales of Dogs and Cats to the attention of those who would like to work with us in shutting down that pipeline.

One way is to amend the dozens of laws that are now on the books in this country and Canada.

Please contact ISAR to learn how you can help us prohibit retail sales of companion animals.

## JOIN US IN OBSERVING INTERNATIONAL HOMELESS ANIMALS' DAY® 2014

ISAR's International Homeless Animals' Day, an annual event observed each year on the third Saturday of August, will take place on Saturday, August 16, 2014. ISAR conceived and began International Homeless Animals' Day in 1992 to shed light on the pet overpopulation crisis and the spay/neuter solution. Now, twenty-three years later, observances have been celebrated in all 50 states and the District of Columbia, in over 50 countries and on 6 continents, saving countless animals' lives.

International Homeless Animals' Day provides a wonderful opportunity for individuals, animal shelters, animal and other organizations, veterinary clinics or pet friendly business to get the message out to your community about your efforts to alleviate pet overpopulation.

International Homeless Animals' Day observances provide an important opportunity 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.
- Grow your volunteer and foster families by networking with other animal-friendly people.
- Educate your community about the importance of spaying/neutering to alleviate pet overpopulation.

ISAR offers free International Homeless Animals' Day packets to all who are interested in coordinating an event, whether small or large.

Please contact ISAR by mail, phone, fax or email to receive your International Homeless Animals' Day 2014 packet.

## HOW YOU CAN HELP ANIMALS!

### ***SUPPORT, LISTEN TO, AND INFORM OTHERS ABOUT ANIMALS TODAY RADIO***

ISAR was instrumental in supporting ANIMALS TODAY RADIO in its infancy, and we've watched with pleasure as it has, in just a few years, become the preeminent radio and Internet voice for serious discussions of the important issues affecting animals not only in the United States but throughout the world.

We'll let ANIMALS TODAY RADIO speak for itself, just as it speaks about, and for, the animals.

AIA's signature program is its weekly, one-hour radio show, *Animals Today*. Produced and hosted by Drs. Kirshner and Spiegel, it currently airs in 30 markets with a potential audience of more than 40 million listeners.

The show promotes increased respect, compassion and kindness for both domesticated and wild animals. It provides the latest thinking about animal rights with the goal of educating listeners of all ages about the current status of animals in society and how we can treat them more humanely. *Animals Today* emphasizes specific actions listeners can take to help animals locally and around the world.

The show's hosts conduct interviews on a wide variety of animal-related topics with experts including authors, legislators, and celebrities, such as Bob Barker, Tippi Hedren, as well as frontline animal activists. *Animals Today* radio shows have focused on such diverse subjects as preventing dog bites, shark conservation efforts and language and communication research in non-human animals. The show also features timely animal-related news items from around the globe.

AIA operates two websites, [www.aianimals.org](http://www.aianimals.org) and [www.animalstodayradio.com](http://www.animalstodayradio.com). These websites provide information about its campaigns and activities, its radio show and audio archives, and essays and opinion pieces about animal welfare.

We are currently seeking to increase the educational impact of its radio show by expanding the number of markets in which it is aired and increasing the ease with which it can be shared by listeners by converting its archived shows to a YouTube format. The organization's websites will be the communication hub for these changes and will expand the opportunities for listener involvement.

## 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 to 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/billboard\\_campaign.html](http://www.isaronline.org/billboard_campaign.html). We'll assist in getting your individual billboard design just right, and then help you find a billboard posting company in your area.

So far in 2014, ISAR's brightly colored and informative spay/neuter billboards have been posted across the U.S. in states including Delaware, Florida, Minnesota and Pennsylvania.

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

\*\*\*

With all of our tools and resources, and especially with the help of our supporters, ISAR is able to continue trying to ameliorate the killing of millions of dogs, cats, puppies and kittens each year because of overpopulation.

On behalf of all animals, and ISAR we thank you.

Sincerely,

*Susan Dapsis*

Susan Dapsis  
ISAR President



(Note the ISAR logo in the bottom left corner.)