

Three Dogs, a Cat, and Actor Star in Adoption PSA

Patriotic “We Want You ... To Adopt” ad calls attention to shelter pets.

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Actor, veteran stand-up comic, and author Richard Belzer has added another leading role to his resume. He’s now the “Uncle Sam” of the pet world.

In a new campaign to help shelter animals, “We Want You ... To Adopt,” Belzer assumes the compelling glare of the iconic 1916 recruitment poster. In his latest role, as the star of a national shelter animal adoption public service announcement launched by North Shore Animal League America, Belzer’s portrayal of the patriotic figure seeks sign-ups to take a shelter animal into a loving home.

The ads, featuring Belzer in Uncle Sam garb and holding a dog in a stars-and-stripes top hat, intend to capitalize on the public’s attention to presidential campaign news. The ad announces a “Paws-i-dential” Year for all Republi-CANINES and Demo-CATS.

Animal League spokeswoman Devera Lynn said it’s estimated that nearly 5 million pets are euthanized in the United States each year. She expressed confidence that Belzer’s image on the ad will grab attention and help increase adoptions across the country.

“At the same time, we have the potential to make a significant impact on the euthanasia toll,” Lynn said.

Belzer, currently on NBC’s “Law & Order: Special Victims Unit,” is a pet owner and longtime supporter of shelter adoptions, and in a statement described the Animal League campaign as a “noble cause for which he has a strong affinity.”