

## Program Motivates Dog Lovers to Get Involved

**ASPCA Ambassadors Program's online network encourages supporters to take action.**

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People searching for ways to help cats and dogs in need have a new resource set up by the American Society for the Prevention of Cruelty to Animals. The ASPCA Ambassadors Program launched to give supporters across the country an opportunity to help the organization take on issues such as animal cruelty and finding homes for adoptable pets.

Whether people want to participate in a marathon, host a bake sale, or organize a pet costume party, the grassroots program makes it possible for everyone to contribute to the ASPCA's mission of saving the lives of animals, said Ed Sayres, president and CEO. An online network was established at [ASPCAmbassadors.org](http://ASPCAmbassadors.org) to help people get started with their pet projects.

For example, here are a few things that can be done through the ambassador program: Host an adoption event with a local shelter, distribute information from the ASPCA website, and split donations between the ASPCA and the community shelter. Organize a neighborhood dog walk, pet parade, or benefit concert in the community, or a fundraiser with a school, the local Girl Scout or Boy Scout troop, sports team, or religious institution. Wash cars, babysit, mow lawns, shovel snow, or pet sit and donate a portion of your earnings. Ask a local restaurant or bar to support homeless animals by donating a night's cover charge or a percentage of sales.

Those who register their events and become an ambassador also receive a 15 percent discount off a selection of merchandise from the ASPCA online store. Supporters can become ambassadors by registering to participate in an ASPCA event, by hosting a community event, or by creating a tribute page at the ASPCA Ambassadors website.