

April Marks Prevention of Cruelty to Animals

ASPCA's celebration stresses the importance of animals' humane treatment.

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The ASPCA wants the public to see orange in April to commemorate Prevention of Cruelty to Animals month.

The celebration began three years ago as a small, grassroots adoption event in New York City. Today, it has grown into a nationwide effort to spread the message of the importance of humane treatment for animals.

Ed Sayres, president and CEO of the American Society for the Prevention of Cruelty to Animals, said everyone is encouraged to "Go Orange for Animals" in April. The color represents the organization's mission to prevent animal cruelty.

Sayres added that individual contributions do make a difference for animals. For example, people can volunteer at a local animal shelter or host a bake sale to raise funds.

The ASPCA officially kicks off the month Tuesday, April 7, when iconic buildings and landmarks across the country such as the Empire State Building, Sears Tower, and Niagara Falls join the initiative by lighting up in the signature color.

The following events are scheduled throughout the month: Tuesday, April 7, in New York City Adoption event from 4 to 8 p.m. in Union Square Park. Humane law enforcement officers from Animal Planet's Animal Precinct will be on-hand, as well as ASPCA behaviorists and animal poison control experts.

Saturday, April 18, in Austin, Texas

The ASPCA hosts its first annual "Wag-n-Walk" 1-mile dog walk at the Rock Garden area of Zilker Park at 11 a.m. After the one-hour walk, a festival takes place featuring adoptable animals, a doggie obstacle course, and discounted services and information from local spay-neuter groups.

Saturday, April 25, in Venice Beach, Calif.

West Coast dog owners can take part in a "Wag-n-Walk" 1.5-mile dog walk at 11 a.m. at the Windward Plaza near Venice Beach. A celebration at noon features adoptable animals, giveaways from L.A. radio stations, and a variety of pet-friendly activities.