

Los Angeles Landmarks Light Up for Dogs

Landmarks' blue and white light display was in honor of animal welfare group.

Posted: April 10, 2009, 5 a.m. EDT

Two of the most prominent landmarks in Los Angeles are to thank for showing their support for a local animal welfare organization.

On a recent night the Santa Monica Pier's Ferris wheel and Los Angeles International Airport's pylons were illuminated in a display of blue and white lights in honor of the Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA). The nighttime lighting was part of an effort to raise awareness locally for animal assistance during this economic downturn.

In addition, the nonprofit points out that it also seeks to clarify the misinformation that there is a national umbrella organization connecting all spca groups. Madeline Bernstein, spcaLA president, said that one of the biggest misconceptions is that there is a national spca that distributes money throughout the United States.

"Community support is critical to the survival of our abused and abandoned animals who depend on the funds staying here in our city," she said.

During the month of April, the American Society for the Prevention of Cruelty to Animals celebrates Prevention of Cruelty to Animals Month by encouraging others to display its signature color of orange to promote their message. Iconic buildings nationwide participate in the effort by lighting up in bright orange.