

ASPCA, NFL Fight Cruelty Toward Dogs

The NFL will debut a new anti-cruelty announcement featuring one of the league's dog-owning players.

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Miami Dolphins defensive end Jason Taylor stars in new public service announcements designed to enhance awareness of animal cruelty and promote the humane treatment of animals. The PSA, a result of the collaboration between the ASPCA and the National Football League, will begin airing on ESPN and the NFL Network on December 22, 2007. It can also be viewed at www.fightcruelty.com.

The PSA is one more step in the league's commitment to educate its teams and players about the importance of caring properly for animals. Since June 2007, the NFL has worked with the ASPCA to enhance awareness among players and employees about the humane treatment of animals.

"We applaud the NFL's commitment to raising awareness of animal cruelty and championing the humane treatment of animals," said Ed Sayres, ASPCA president and CEO. "In joining our efforts to eradicate animal cruelty, the NFL is sending a strong message to players, fans and the general public — that the mistreatment of animals will not be tolerated and is, in a word, simply unacceptable."

The public service announcement features Jason Taylor, 2006 NFL Defensive Player of the Year, and his Akita of 11 years, Bear. "Jason is one of many players in the league who shares his home with a pet," said Roger Goodell, NFL commissioner. "We are pleased to be partnering with one of the most respected animal welfare organizations in the world in support of a cause embraced by so many NFL players, and one that is important to millions of Americans."