

Mission: Orange a Howling Success for Dogs

The ASPCA reports increases in dog adoptions and spay-neuter surgeries in its campaign's first year.

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In 2007, the American Society for the Prevention of Cruelty to Animals launched a new campaign called Mission: Orange, designed to create humane communities throughout the United States. These target communities took a pledge to reduce the number of adoptable animals euthanized each year and help decrease pet overpopulation. The ASPCA called the campaign's first year a success and shared statistics showing the strides each humane community made in 2007.

Tampa, Fla.

In this partner community, the Humane Society of Tampa Bay successfully placed 3,031 companion animals in new homes — 700 more than in 2006.

Gulfport/Biloxi, Miss.

The clinic at the Humane Society of South Mississippi performed 11,117 spay or neuter surgeries in 2007, a 76 percent increase over 2006. The clinic hopes to alter 16,800 dogs and cats in 2008.

Philadelphia

More than 1,500 feral and stray cats were spayed or neutered through the efforts of the Philadelphia Community Cats Council, marking a nearly 50 percent increase over 2006.

Austin, Texas

The EmanciPET mobile spay-neuter clinic altered 16,720 dogs and cats, for an increase of 500 surgeries over 2006's total.

Spokane, Wash.

In the six-month period of July to December 2007, the Spokane ASPCA and its Mission: Orange partners spayed or neutered 3,095 dogs and cats. This marks a 210 percent increase over 2006.

For more information about Mission: Orange, visit the ASPCA's website.