Ace it for Animals

1993 is "THE YEAR OF THE CAT"

Although domestic cats have lived side by side with people for thousands of years, they often are misunderstood, and sometimes mistreated, to this day. In an effort to educate people nationwide about the rewards and responsibilities of owning a cat, the nation's largest animal-protection organizations have united to proclaim 1993 "The Year of the Cat!"

The HSUS, the American Society for the Prevention of Cruelty to Animals, the Massachusetts Society for the Prevention of Cruelty to Animals, and the American Humane Association are asking local humane societies, animal shelters, and veterinarians to participate in this special effort to present the facts about domestic cats.

Today, pet cats outnumber pet dogs 60 mil-

lion to 55 mil-

ion. "Cats have slowly crept up to win people's hearts," said Marc Paulhus, HSUS vice presi-
dent, Companion Animals. "Unfortunately, people's knowl-

dge of cats hasn't kept pace with their love for them. We want to make 1993 the year we demystify the cat."

Cats are often misper-
cieved as mys-

terious, aloof, and frightening creatures who require little care or attention. The cam-
paign's four na-
tional spokes-
cats hope that "The Year of the Cat" will help to curb the abuse and neglect of cats and encourage responsible pet ownership.

A special mailing is being sent to local animal shelters and veterinary organizations nationwide to explain the campaign and provide educational materials. Included in the mailing will be a sample "Year of the Cat" proclamation, a chart of logo stickers, list of suggested activities, myths-and-facts brochure, colorful poster, and order form. The brochure and poster feature whimsical drawings by Sue Braker, au-
thor and illustrator of the best-selling book All I Need to Know I Learned from My Cat. A second mailing will consist of scripts for "Year of the Cat" public-service announcements so local radio announcers can read over the air.

For more information, write to "The Year of the Cat," The HSUS, 2100 L St., NW, Washington, DC 20037.

Branch receives Alternatives Award

On November 12, 1992, in Galveston, Maryland, The HSUS presented its sec-

ond annual Russell and Burch Award to Charles E. Branch, Ph.D., of Auburn University. The Russell and Burch Award, named for William Russell and Rex Burch, two pioneers in the field of alternatives to the use of laboratory animals, recognizes outstanding scien-
tific contributions toward re-
ducing the use or suffering of animals in biomedical research, testing, or education. The winner receives a trophy and a monetary prize.

Dr. Branch was honored for developing an alternative to the use of live dogs for teaching cardiovascular physiology in veterinary and medical schools. His sophisticated alter-

native combines interactive videotapes, computer software, and computers. Corro-

putative studies have shown that this method is at least as effective as the use of live dogs in teaching physiology. To promote this in-

novative technology, Dr. Branch cofounded CONVINC, a con-

sortium of all veterinary and medical schools in the United States and Canada. CONVINC supports training work-
slopes in interactive media and provides grants for alternatives and Burch Award during a ceremony held in November.

Our New Publications Catalog Is Here!

The 1992-93 HSUS publications catalog is available—with de-
scriptions, prices, and ordering information for more than 200 items, from periodicals and T-shirts to informational films and campaign buttons. For your FREE copy, complete and return this coupon, with a stamped (54c postage), self-addressed, business-size envelope.

Please send me a free copy of the 1992-93 publications catalog.

Name

Organization (if applicable)

Address

City State Zip

Mail to Publications Catalog, The HSUS, 2100 L St., NW, Washington, DC 20037.