



The CA Spay & Neuter License Plate

Calling all pet lovers!



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FOR IMMEDIATE RELEASE

INTERNATIONALLY RENOWNED ACTOR / PRODUCER PIERCE BROSNAN TO LAUNCH SPAY AND NEUTER PROGRAM

**Groundbreaking Initiative Developed by the California Spay and Neuter License Plate Fund Will
Kick Off at the West Los Angeles Animal Shelter on June 8, 2010**

LOS ANGELES (June 3, 2010) - The California Spay and Neuter License Plate Fund, along with the California Veterinary Medical Board is launching a California Spay and Neuter Specialty License Plate Program to provide funding for free and low-cost spay and neuter surgery programs across California. The plates will feature original artwork created and donated by distinguished actor and artist Pierce Brosnan. Mayor Antonio Villaraigosa, Mr. Brosnan and other special guests will appear Tuesday, June 8, 2010, 11 a.m. at the West L.A. Animal Shelter at 11361 West Pico Blvd., Los Angeles, CA 90064 in celebration of this special program.

"The Spay and Neuter License Plate Program is unprecedented in California and a brilliant initiative," noted Dr. Stephanie Ferguson, Vice President of the California Veterinary Medical Board. "The proceeds from this program will tremendously benefit animal shelters and help curtail the number of homeless animals throughout the state. We're also extremely fortunate to have the generosity and crucial support of Pierce Brosnan and other well-known celebrities," she added.

The California Spay and Neuter License Plate Program will help raise awareness about the overwhelming number of homeless and unwanted dogs and cats in California and the importance of spaying and neutering pets to save animal lives. The program will fund spay and neuter surgeries through local animal care and control agency voucher programs and through in-house or local veterinary clinics. Animal lovers and supporters can pre-order the special license plates online at www.CASpayPlate.com starting June 9, 2010.

According to the latest figures available from the California Department of Public Health, the total number of dogs and cats euthanized (killed) in public shelters rose from 378,445 in 2004 to 432,512 in 2008. When the State's private shelters are included, it is estimated that one million pets enter California's shelters each year, with over half (500,000) of them euthanized.

The increase in animals entering shelters and the resulting euthanasia rates are caused by several factors, including people abandoning their pets due to the mortgage and unemployment crisis, accidental litters from unaltered pets, over-breeding of dogs and cats, and stray dogs and cats reproducing. Initiatives such as the California Spay and Neuter License Plate Program can have a positive impact and significantly reduce pet overpopulation through increased spay and neuter.

The new specialty plates will be produced and issued once an initial 7,500 prepaid applications have been collected per the Special Interest License Plate Program requirements. Net proceeds from the sale and annual renewal of these plates will fund spay and neuter surgeries, not shelter overhead costs.

The program will be managed and administered by the California Spay and Neuter License Plate Fund, a 501(c)(3) nonprofit organization. The Foundation's volunteer board members include Judie Mancuso, Dr. Gary Michelson, Keely Brosnan, Ellen Lavinthal, Lisa Avery, Esq. and two representatives from the California Veterinary Medical Board: Vice President Dr. Stephanie Ferguson and former Board President Linda Starr.

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