



Operation Kindness Asks Public to Join Fight against Animal Abuse Prevention of Cruelty to Animals Month Runs through April 30

Carrollton, TX (April 2, 2013)...**Operation Kindness**, the oldest and largest no-kill shelter in North Texas, is asking the public for its help to stop animal abuse.

"Animal cruelty is a widespread problem, but it's something anyone can help fight. If you know the signs of animal abuse and are willing to do what you can to stop it, we can eliminate this problem and save a lot of lives," says Nikki Walker, development director of **Operation Kindness**.

Throughout April, Prevention of Cruelty to Animals Month, **Operation Kindness** will offer \$25 off of regular adoption fees, provided the adopter signs a [pledge](#) against the cruelty of animals. The pledge is designed to educate people on animal cruelty in hopes of helping them learn to recognize the major and subtle signs of animal abuse and eliminate those behaviors in themselves and in others.

"A lot of people don't realize that animal abuse isn't just the obvious things. Neglect is a form of animal abuse too, and it's a lot more common – things like not giving your animals regular veterinary care or keeping them outside in the elements without proper shelter," notes Julie Goff, special events manager of **Operation Kindness**. "We're asking everyone who adopts during the month of April to sign the pledge, and we're encouraging the public to sign too. Awareness and education are the keys to eliminating animal abuse."

People can sign the pledge at www.OperationKindness.org; at the shelter – located at 3201 Earhart Drive in Carrollton, TX 75006; or at any of the following community outreach and adoption events:

- April 7, 1 p.m. to 5 p.m. The Dog Bowl at Fair Park in Dallas
- April 13, 4 p.m. to 10 p.m. CLASP Crawfish Boil at Vitruvian Park in Addison
- April 20, 12 p.m. to 4 p.m. Whole Foods Plano
- April 27, 11 a.m. to 3 p.m. FETCH! At Ebby Halliday (NW Highway and Preston)
- April 30, 12 p.m. to 4 p.m. PetSmart in West Plano

Anyone who signs the pledge can pick up a free **Operation Kindness** magnet, which will be available at community outreach and adoption events and at the shelter, while supplies last.

In addition to the pledge, **Operation Kindness** will post educational resources on [Facebook](#) and [Twitter](#) that identify common signs of animal abuse and solutions for stopping it.

"Talk to your friends, neighbors and co-workers about their animals. Educate them about neglect, and pledge to act when you suspect abuse," adds Walker. "Animal abuse stops with you. If something doesn't look or sound right, call animal services or your local city shelter. Most city shelters have a cruelty director that can help you. Also, you can call the police because animal abuse is a crime."

Founded in 1976, **Operation Kindness** is the oldest and largest no-kill shelter in North Texas. Its mission is to care for homeless cats and dogs in a no-kill environment until each is adopted into responsible homes and to advocate humane values and behavior. On a daily basis, **Operation Kindness** cares for an average of 300 animals at the shelter, with more than 100 animals in foster homes. **Operation Kindness** has saved more than 75,000 animals since its inception, and it assists more than 3,000 dogs and cats each year. Learn more about **Operation Kindness** by calling 972-418-PAWS or by visiting

<http://www.operationkindness.org>, <https://twitter.com/OpKindness> or www.facebook.com/pages/Operation-Kindness/30251945822).

###

Contact:

Jo Trizila

TrizCom Inc.

jo@trizcom.com

Office: 972-247-1369

Cell: 214-232-0078