

# Join the **LIFESAVERS**



## Be a LIFESAVER!

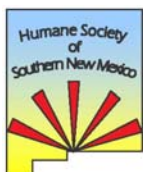
### Statement from Senator Mary Jane Garcia, Honorary Chairperson of the LIFESAVERS program:

“During the 2007 legislative session, I had the opportunity to sponsor SB458, the Animal Sheltering Services Act, which passed the legislature and was signed into law. I am confident that this law will improve the conditions of animal shelters by providing a more humane environment. I am deeply troubled having learned that, in New Mexico, at least 90,000 animals are euthanized each year. This is not acceptable and there needs to be a change for the better. This is why it gives me great hope to know that The Humane Society of Southern New Mexico, in partnership with the Animal Services Center of the Mesilla Valley, are working together to end this horrible reality. I am certain that we can put an end to this situation if we all work together. I encourage everyone to promote adoption of animals from shelters and to take part in the LIFESAVERS program.”

Recognized with the “Woman of Peace” award by Governor Bill Richardson in 2003, State Senator Mary Jane Garcia is seen here visiting the Dona Ana County shelter. She has dedicated nearly 20 years to New Mexico leadership and protection of children and companion animals. Senator Garcia has represented Southern New Mexicans in District 36 as Senate Majority Whip since 1997. She has worked tirelessly to pass the “Missing Children’s Act” in 2001 and the “Lifetime Sentences for Deadly Child Abuse” in 2005. A lifelong advocate of humane animal treatment, she won passage of the ban on cockfighting in the 2007 legislative session and got the “Extreme Cruelty to Animals” bill passed in 1999.



*A Pet Adoptee with Senator Garcia*



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## Save Lives!



The project we are proposing today asks that you sponsor an off-site adoption at your place of business for shelter animals that await new homes.

Seventeen thousand (17,000) animals go through the door of the Animal Services Center each year. Twelve thousand (12,000) of those animals never make it out. As a community, we can do better. Help 12,000 completely adoptable companion animals find a wonderful home.

As a local business, you can take the reins of leadership. Share your organization's time and talent, and give back to your community by saving lives.

## Lead the Way!

### Become a LIFESAVER: Participate in an Off-Site Adoption

The Benefits to Your Organization:

- Demonstrate that your organization makes a difference in the community.
- Save lives.
- Increase pride and morale for your organization's employees.
- Watch how this effort unites your organization and builds a new dimension of team involvement.
- Show your civic commitment to the community where you operate—pay employees to work the off-site adoption, or create so much energy for this initiative that you have more employees volunteering to work the event than you need.
- Generate new customers who appreciate and admire your work to bring people and pets together.
- Strengthen the allegiance of current customers.
- Build leadership skills in your staff.
- Interest customers to work alongside you at your off-site adoption event.
- Increase customers in the door the day of the event.
- Contribute to family values in Doña Ana County and the City of Las Cruces.
- Improve the quality of life by sending the message that animals matter.



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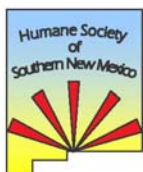
# Make it Fun!

## Create Attendance and Save Lots of Lives



There are lots of things you can do to draw attention to the animals and to your business during your off-site adoption. The sky is the limit. Be creative. Have fun. Be bold.

- Rent a tent, even if you have a shaded area for the event.
  - Feature live music.
  - Serve food at reduced prices or for free and serve special menu items: Wags and Wings or Cats and Kosher Dills
  - Request a Las Cruces Police K-9 Unit or Border Patrol demonstration.
  - Hold a dog wash during the event. The family that brings their current four-footed family friend and adopts another gets a free dog wash.
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- Create and post your company's statement of citizen commitment to the animals of Doña Ana County and the City of Las Cruces.
  - Hold a dog fashion show during the event, complete with categories, awards, and master of ceremonies.
  - Develop a name and logo for the event, such as Shaping The Face of Our Community One Pet at a Time.
  - Secure a feature story in the local papers in advance of the event.
  - Brand your event: Adoption Option, Critter Crazy, Burgers & Bones, Home Sweet Home
  - Hold the event in Las Cruces, or broaden your business' advertising reach and hold it in Doña Ana, Chaparral, San Miguel, or Hatch.



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