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**NEWS  
RELEASE**

03 / 30 / 2023

## City Invites Community to “Go Orange” During Prevention of Cruelty to Animals Month Animal Services Offers Media Photo, Video Opportunity

**WHAT:** Video and Interview Op on Animal Cruelty  
Prevention Campaign

**WHEN:** Noon to 1 p.m. Friday, March 31

**WHERE:** 5001 Fred Wilson Ave.

The City of El Paso Animal Services and the El Paso Police Department Animal Cruelty Investigations Unit are joining forces to celebrate Prevention of Cruelty to Animals Month and promoting this year’s topic: “Go Orange Against Animal Cruelty.”

Prevention of Cruelty to Animals Month is recognized nationwide every April to raise awareness about the important issues facing animals and that animal abuse and neglect is a crime. Throughout the month, the two organizations will work to educate the community about how to identify and report types of animal cruelty and neglect, and some of the ways the public can get involved in saving the lives of our pets.

This year’s theme “Go Orange Against Animal Cruelty” encourages individuals to show their support for animal cruelty prevention by wearing orange ribbons and lighting their porch with orange light bulbs in April.

Throughout the month, the two organizations will work to educate the community about how to identify and report types of animal cruelty and neglect, and some of the ways they can get involved in lifesaving through information events, PSAs, social media posts, neighborhood canvassing and community presentations. Residents will also have multiple opportunities to win giveaways on social media and upcoming events.

For more information on Prevention of Cruelty to Animals Month, including tips and resources, visit [www.ElPasoAnimalServices.org](http://www.ElPasoAnimalServices.org) and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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Promoting **Transparent & Consistent Communication**  
Among All Members of the Community

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