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# El Paso Animal Services Launches Annual Cruelty Prevention Campaign

## A Community Effort to Break the Cycle of Violence

**WHAT:** Prevention of Animal Cruelty Campaign Media Op

**WHEN:** 10 to 11 a.m. Tuesday, April 1

**WHERE:** Westside Adoption Center, 5625 Confetti Dr.

This April, El Paso Animal Services is launching its annual Prevention of Cruelty to Animals Month campaign with the theme **“Break the Cycle: Compassion Starts with You.”** This year’s campaign highlights the connection between animal cruelty and human violence—and calls on the community to take action.

Studies have shown that nearly 71% of domestic violence survivors report their abuser also harmed or threatened their pets. Additionally, the FBI recognizes animal cruelty as a crime linked to other serious offenses, including domestic violence, child abuse, and even homicide. Often, violence against animals is the first warning signs of a larger cycle of abuse.

“When we recognize and report acts of cruelty early, we have the opportunity to intervene and prevent further harm to both animals and people,” said Terry Kobschull, Director of El Paso Animal Services. “This campaign is about empowering our community to break the cycle of violence through awareness, education, and action.”

Throughout April, El Paso Animal Services will work together with community members to educate the public on how to identify and report animal cruelty and neglect. The campaign will include lifesaving educational events, issue PSAs, social media posts, conduct neighborhood canvassing and community presentations.

Residents can also participate by showing their support for cruelty prevention—wearing orange ribbons, using orange porch lights, and engaging in campaign events throughout the month of April. Social media followers will have opportunities to win giveaways as well and learn more about how they can help break the cycle of violence.

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](#) and [Instagram](#).

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

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