



#### FOR IMMEDIATE RELEASE

#### MEDIA RELEASE

#### Atlantic Canada comes together to save more animals

**Nova Scotia (Monday, March 28, 2011)** – The Nova Scotia SPCA, the SPCA Newfoundland & Labrador, the PEI Humane Society, the New Brunswick SPCA and the Fredericton SPCA have announced a collaborative initiative in support of animal welfare in the Atlantic region. The Atlantic Network is the first such provincial and regional collaboration of this scale in the country.

The network will be focusing on sharing ideas, growing membership and exploring efficiencies and cost sharing. Two specific commitments for 2011 include an Atlantic transfer system, enabling the participating animal welfare groups to assist one another in alleviating intake pressures and addressing capacity concerns. The second commitment is to work towards a reciprocal adoption program, whereby individuals approved for adoption at one of the participating Societies is automatically approved at another. While a formal program is in development, requests will be reviewed on a case by case basis.

The network meets and corresponds regularly and have already facilitated successful transfers of animals in need of adoption or assistance. Those interested in speaking with the network about opportunities within animal welfare are welcome to contact one of the participating Societies.

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#### QUOTES

"The Nova Scotia SPCA is very excited to be partnering with other animal welfare organizations across the Atlantic region. Each of us has an important role to play in the protection of animals and animal welfare. By working together, we can create a more compassionate society. Collaboration is essential and this network has incredible potential."

~ Executive Director of the Nova Scotia SPCA, Kristin Williams

"The SPCA Newfoundland & Labrador is very pleased that Atlantic Canada SPCA's and humane societies have come together to form valuable working relationships. Information sharing and collaboration will strengthen the animal welfare sector in our region. This is definitely a step forward."

~ Financial Director of the SPCA of Newfoundland & Labrador, Lynn Cadigan

"As the only animal shelter operating on Prince Edward Island it sometimes feels like we're working in isolation. Our involvement with the Atlantic network provides opportunities for us to share experiences and to gather ideas and inspiration from our counterparts in the region."

~ Executive Director of the PEI Humane Society, Kelly Mullaly

“The New Brunswick SPCA is pleased to play a part in this very important Atlantic initiative. This group represents the beginning of a collaborative effort for the welfare of animals in our region. To be a part of this will no doubt make the mandate of the NB SPCA easier to fulfill and save many more animals across Atlantic Canada.”

*~ Executive Director of the New Brunswick SPCA, Mike Murphy*

“When we work together, we know how much more we can achieve and this is just the beginning. Our collaboration will make this region a national leader in dealing with animal welfare issues. The Fredericton SPCA is committed to working with our Atlantic partners to strengthen our message, to curb pet overpopulation and to positively change the lives of neglected, abused and homeless animals.”

*~ President of the Board of Directors for the Fredericton SPCA, Susan Morell*

## **MEDIA CONTACTS**

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## **ABOUT THE NOVA SCOTIA SPCA**

The Nova Scotia Society for the Prevention of Cruelty (Nova Scotia SPCA): Protecting animals from cruelty since 1877, the Nova Scotia SPCA is a registered charity, comprised of a network of Branches, which rely primarily on volunteers and donations to fund animal protection; care and rehabilitation; advocacy; and humane education. The Act to Protect Animals and Aid Animals in Distress mandates the Society to enforce animal cruelty laws, making the Nova Scotia SPCA unique among animal welfare organizations in the province. To learn more, visit [www.spcans.ca](http://www.spcans.ca).

## **MISSION STATEMENT**

The mission of the Nova Scotia SPCA is to prevent abuse, neglect and cruelty to animals, and provide for province-wide leadership on matters that promote and improve the welfare of all animals through animal protection; care and rehabilitation; humane education; advocacy and engagement and collaboration with stakeholders.

## **VISION STATEMENT**

The vision of the Nova Scotia SPCA is that Nova Scotia be a No Kill province and a safe place for all animals with zero tolerance for animal cruelty.