



Dear print publication,

For nearly 150 years, American Humane Society has led the way in protecting animals and promoting humane practices, serving as the voice and guardian for those who cannot speak for themselves. As the first national humane organization, we are driven by a profound goal: to rescue, care for and protect animals by acting wherever and whenever they are in need.

As part of this mission, we work to set global standards for animal care. American Humane Society created the first certification programs for the humane treatment of farm animals, and filmed entertainment, zoos and aquariums, pet providers and working animals. Our animal welfare certification marks give people the confidence to choose products, services and experiences that align with humane values. As people look for the American Humane Certified™ mark, they can know they are supporting practices that make a positive difference for animals, people and the planet.

American Humane Society is also committed to honoring our veterans and retired military working dogs through Pups4Patriots™ and military dog reunifications. We train dogs in need of forever homes to become life-saving service animals for veterans and retired first responders struggling with post-traumatic stress (PTS) and traumatic brain injury (TBI). We reunite heroes, bringing military working dogs home to retire with their former handlers.

We hope you can help inform your readers about our passionate dedication to the humane treatment and protection of animals by supporting our new print PSA campaign. The campaign includes the creatives titled **“What We Do”** which highlight the work American Humane Society does to protect the lives of billions of animals around the world. This PSA has **no end date for use** and invites readers to visit [americanhumane.org/LeadTheWay](http://americanhumane.org/LeadTheWay) for more information.

If you have any questions about this PSA campaign, please contact our distribution partner, Shaliza Thomas at Connect360 Multimedia, at (212) 624-9187 or [stthomas@c360m.com](mailto:stthomas@c360m.com). Thank you for your consideration.