

ANIMAL CARE & CONTROL OF NYC ASKS PUBLIC TO “GIVE WAGS” TO HOMELESS DOGS THIS #GIVINGTUESDAY

Appeals to community on national day of giving to donate special collars, leashes for dog playgroups

NEW YORK, December 2, 2014 – Animal Care & Control of NYC (AC&C) is joining in the national #GivingTuesday movement this year by asking the public to make a difference for homeless dogs in the city. Animal lovers everywhere can show their holiday spirit on #GivingTuesday, taking place on December 2, by donating leashes and collars to dogs participating in the recently launched playgroup program at AC&C.

2014 is the second year that AC&C is taking part in #GivingTuesday—which was founded in 2012 by New York’s 92nd Street Y in partnership with the United Nations Foundation—and the first year that the nonprofit animal welfare organization is running a playgroup program for dogs at its Manhattan, Brooklyn, and Staten Island Care Centers.



Give
(wags)

#GIVINGTUESDAY
DECEMBER 2, 2014



"Playgroups have been an important addition to our behavior enrichment program," said Risa Weinstock, AC&C's Executive Director. "More than 80 dogs participate in the program each day, providing them with essential social access to other dogs, as well as space and time to run and most importantly to play. Each dog has their own collar and leash as recommended by Aimee Sadler, founder of Dogs Playing for Life. At the end of the day that's a whole bunch of leashes and collars, and that's why this #GivingTuesday we're asking the community for help to replenish our supply. Anyone can help 'give wags!'"

"#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism," said Kathy Calvin, CEO of the UN Foundation. "The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world."

Anyone interested in donating leashes and collars to be used in AC&C's dog playgroups can visit <http://nycacc.org/holiday.htm> and click on a link to an Amazon Wishlist, where the needed collars and leashes have been pre-selected.

Playgroups currently take place in existing outdoor space at AC&C Care Centers, but AC&C is planning on building better-designed play areas for the thousands of dogs it takes in each year. Proceeds from AC&C's second annual New York's Kindest Dinner & Awards—coming up this Friday, December 5—will be used for new backyard playgrounds at AC&C's Manhattan and Brooklyn Care Centers. Some tickets to the gala are still available for purchase via www.nycacc.org.

About Animal Care & Control of NYC

Animal Care & Control of NYC (AC&C) is one of the largest animal welfare organizations in the country, taking in approximately 30,000 animals each year. AC&C is a 501(c)(3) nonprofit that rescues, cares for and finds loving homes for animals throughout the five boroughs. AC&C has a contract with the City of New York to be an open-admissions organization, which means it never turns away any homeless, abandoned, injured or sick animal in need of help, including cats, dogs, rabbits, small mammals, reptiles, birds, farm animals and wildlife. It is the only organization in NYC with this unique responsibility. Visit www.nycacc.org for more information, and follow AC&C at facebook.com/NYCACC and [@NYCACC](https://twitter.com/NYCACC).

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on December 2, 2014. This effort harnesses the collective power of a unique blend of partners— charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues

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