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FOR IMMEDIATE RELEASE

**ANIMAL CARE & CONTROL OF NYC GETS TAILS WAGGING WITH
NEW WEBSITE AND PHONE SYSTEM**

NEW YORK, April 30, 2012 – Tails are sure to wag as Animal Care & Control of NYC (AC&C), the largest animal organization in the Northeast, debuts its redesigned website and new automated phone system today.

“We want to make it easier for the community to better understand our services so that together, we can better serve the animals of New York City,” said Julie Bank, executive director at AC&C. “Improving how we communicate and share information with the public is one of our priorities. We are confident that the new website and phone system are great steps toward that goal.”

The new website (www.nycacc.org) features easy to navigate information about animal care for New York City residents. It includes news and information about pet adoptions, foster programs, partner organizations, and educational resources, such as flyers focusing on various pet care topics. Job seekers with a passion for animals can also look through the “Careers” section for any open positions.

A new phone system and direct phone number for AC&C (212-788-4000) is also now in place. Voice prompts will allow callers to quickly find information about issues including pet adoptions, concerns about sick or injured stray animals, lost pets, making a donation, volunteering, as well as hours and AC&C locations in both Spanish and English. There are also recorded pet care tips on feeding, grooming, houstraining, exercise, behavior and medical concerns.

About Animal Care & Control

Animal Care & Control of New York City (AC&C) is the largest pet organization in the Northeast, rescuing nearly 34,000 animals each year. As a non-profit organization since 1995, AC&C rescues, cares for and finds loving homes for homeless and abandoned animals in New York City. AC&C facilities operate in all five boroughs to service all NYC communities. Visit AC&C’s website at www.nycacc.org for more information.

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