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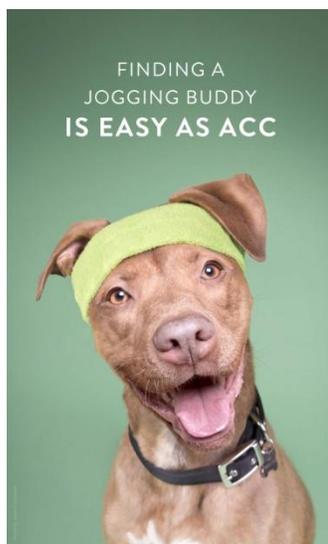
ACC OF NYC LAUNCHES NEW BRAND

Partners with award-winning photographer Sophie Gamand on Awareness Campaign

NEW YORK, June 16, 2015 – Animal Care & Control of NYC, the only open-admissions animal welfare organization in New York City, announced today that it will be doing business as Animal Care Centers of NYC (ACC), effective immediately. The new name, accompanied by a new logo, better communicates the core purpose of the nonprofit, which is to care for and find as many loving homes as possible for the abandoned animals of New York City.

“Over the past several years ACC has made significant progress with respect to our care and placement of homeless animals in NYC,” said ACC Executive Director Risa Weinstock. “Working together with the NYC animal welfare community and in particular with our active New Hope rescue partners, we have achieved one of the highest live release rates in the country for a shelter of our size, at over 90% to date in 2015. We feel the time is right to change our look on the outside to match the progress we have made on the inside.”

The organization’s rebrand will debut with a new advertising campaign. ACC has teamed up with award-winning photographer Sophie Gamand to launch a city-wide awareness campaign featuring adopted animals from the shelter. Sophie Gamand is well-known within the animal welfare community, having used her talents to revolutionize the way shelter animals are photographed. Her recent [Flower Power](#) series portraying shelter pit bulls wearing flower crowns to showcase their softer side has been featured in *O, The Oprah Magazine, The Huffington Post, BuzzFeed* and the *Daily Mail*. In 2014 Ms. Gamand won multiple prestigious photography awards for her [Wet Dog](#) series, including the Sony World Photography Award for Portraiture.



 **Animal Care Centers of NYC**
Dan the dog found his buddy in September of 2010. Find yours today at Animal Care Centers of NYC. For a complete listing of all our dogs, cats and rabbits looking for a home, download our app: ACC of NYC, or visit us online at nycacc.org.



 **Animal Care Centers of NYC**
Daisy the cat found his buddy in March of 2010. Find yours today at Animal Care Centers of NYC. For a complete listing of all our dogs, cats and rabbits looking for a home, download our app: ACC of NYC, or visit us online at nycacc.org.



 **Animal Care Centers of NYC**
Chilly Willy the cat found his buddy in February of 2014. Find yours today at Animal Care Centers of NYC. For a complete listing of all our dogs, cats and rabbits looking for a home, download our app: ACC of NYC, or visit us online at nycacc.org.

“I am very excited to partner with ACC on this historic awareness campaign,” said Sophie Gamand. “ACC welcomes tens of thousands of animals every year. My role as a photographer is to create powerful imagery that

will not only will bring more foot traffic through the doors of the Care Centers, but also bring more awareness to animal adoption in general, in a city that is faced with incredibly high numbers of homeless pets.”

With three full-service [Care Centers](#) in Manhattan, Brooklyn, and Staten Island open for adoptions seven days a week, mobile adoption [events](#) throughout the city, an [app](#) featuring cats, dogs and rabbits in need of homes, and a team of dedicated adoption counselors committed to helping match pets and people, ACC is making the animal [adoption](#) process accessible and welcoming. Finding a great new pet in NYC is, as the ads, say “Easy as ACC.”

The ads will appear online as well as in print on subway platforms and telephone kiosks. Hi-res versions of the ads are available upon request.

About Animal Care Centers of NYC

Animal Care Centers of NYC (ACC) is one of the largest animal welfare organizations in the country, taking in more than 30,000 animals each year. ACC is a 501(c)(3) nonprofit that rescues, cares for and finds loving homes for animals throughout the five boroughs. ACC 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).

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