

Animal Lovers Invited to Vote

CATvsDOG.org allows pet lovers to vote for their favorite pet while supporting the ASPCA's drive to end animal cruelty.

Posted: September 25, 2008 3 a.m. EDT

The American Society for the Prevention of Cruelty to Animals (ASPCA) invites animal lovers to vote for their favorite "pawlotician" at CATvsDOG.org. The online campaign is designed to raise awareness about animal-welfare issues in a lighthearted environment, where animal lovers can cast a vote for Mittens the Cat or Rowdy the Dog.

Visitors to the site also can sign a pledge to help end animal cruelty. "The goal of the nationwide online campaign is to incite 1 million Americans to sign a pledge to prevent cruelty and abuse," said Ed Sayres, ASPCA president and CEO. "By signing the pledge and casting their vote, people are helping the ASPCA ensure animals have a voice in the upcoming election."

The site includes information on eight animal welfare issues, including the link between violence to animals and violence to humans. Pawloticians Mittens and Rowdy take humorous opposing positions on each issue through debates designed to educate site visitors about the issues. Other site features include a presidential pet trivia quiz and the opportunity to vote for either Mittens or Rowdy.

After the presidential election in November, the ASPCA plans to deliver the signatures gathered from the online campaign to the newly elected president. "We hope our efforts will influence lawmakers to put animal welfare on the agenda," Sayres said.