

Blue and White Night for spcaLA

Los Angeles landmarks light up for animal-welfare group.

Posted: April 10, 2009, 3 a.m. EDT

The Ferris wheel at the Santa Monica Pier was bathed in blue and white lights to show support for the animal-welfare group spcaLA. Two of the most prominent landmarks in Los Angeles showed their support for a local animal-welfare organization.

The Santa Monica Pier's Ferris wheel and Los Angeles International Airport's pylons were illuminated recently in a display of blue and white lights in honor of the Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA). The nighttime lighting was part of an effort to raise awareness locally for animal assistance during this economic downturn.

In addition, the nonprofit said that it also seeks to clarify the misinformation that there is a national umbrella organization connecting all spca groups. Madeline Bernstein, spcaLA president, said one of the biggest misconceptions is that there is a national organization that distributes money to spca's throughout the United States.

"Community support is critical to the survival of our abused and abandoned animals who depend on the funds staying here in our city," she said.

During the month of April, the American Society for the Prevention of Cruelty to Animals celebrates Prevention of Cruelty to Animals month by encouraging others to display its signature color of orange to promote their message. Iconic buildings nationwide — such as the Empire State Building in New York — participate in the effort by lighting up in bright orange.