

## ASPCA Creates Education Initiative With National Football League

**The American Society for the Prevention of Cruelty to Animals will help develop educational materials to be presented to NFL teams.**

Posted: June 28, 2007, 5 a.m. EDT

Each year, the National Football League makes several presentations to its teams that cover a range of issues designed to support and educate its players. The ASPCA is now working with the NFL to develop educational materials that will enhance awareness of the proper treatment of animals.

“The ASPCA’s mission remains as vital today as it was 141 years ago—to provide effective means for the prevention of cruelty to animals,” said Ed Sayres, ASPCA president and CEO. “This initiative is a natural extension of our existing education and advisory outreach. We applaud the NFL for taking the responsibility to educate its players and teams on the importance of caring properly for animals and helping raise awareness for everyone about this issue.”

The NFL creates education and training programs for players to help ensure the NFL and its teams are respected in their communities. “Our mission in player development is to assist our players in being productive citizens on and off the football field,” said Mike Haynes, NFL vice president of player development. “We appreciate the ASPCA’s support in helping us deliver the right messages about animal care. We look forward to working with the ASPCA on other joint ventures.”