

Mission: Orange Launches in Austin

The ASPCA's campaign to create a country of humane communities comes to four animal shelters in Austin, Texas.

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The ASPCA's Mission: Orange will help the cats of Austin, Texas, find good homes. (Stock photo) In 2007, the American Society for the Prevention of Cruelty to Animals (ASPCA) launched a campaign to end euthanasia of cats and dogs and create humane communities. Last week, four shelters in Austin, Texas, joined the Mission: Orange movement. Town Lake Animal Shelter, Austin Humane Society, Animal Trustees of Austin and emanciPET will strive to implement a "save rate" at or above 75 percent for unwanted pets entering shelters.

"We are so proud to be one of the first target communities chosen for this challenge," said Austin Mayor Will Wynn. "Austinites love their pets. Companion animals are such an integral part of the community, and I know the citizens of Austin will embrace ASPCA Mission: Orange to make us even stronger and more progressive."

Austin joins the other Mission: Orange target cities of Tampa, Fla.; Gulfport/Biloxi, Miss.; New York, N.Y.; and Philadelphia, Pa. Among the initiatives the humane societies and animal shelters will implement in these communities are:

Adoption program training that matches an adopter's personality with that of a cat or dog

Aggression screening for dogs

Off-site adoption events

Anti-cruelty training

Spay/neuter and microchip programs

For more information about ASPCA's Mission: Orange, visit the ASPCA website.