



Animal Planet Launches Campaign for Cats, Other Animals

Cable channel Animal Planet plans to work with animal groups to promote various animal causes.

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Cable channel Animal Planet unveiled Monday its R.O.A.R. (Reach Out. Act. Respond.) campaign, which is an initiative designed to promote selected animal causes.

“Animal Planet always has worked with incredible organizations to support animals, and we are excited to expand our animal advocacy work in a far-reaching way under the banner of R.O.A.R.,” said Maureen Smith, executive vice president and general manager of Animal Planet. “We can use the power of all of our media platforms and consumer touch-points to build a greater awareness of various animal causes that we hope can make a lasting and tangible impact on animals around the world.”

The campaign officially will begin Thursday, when the cable channel begins airing public service announcements supporting various animal causes. The announcements will star Animal Planet personalities, such as Jeff Corwin, Dr. Jane Goodall, Annemarie Lucas, Dr. Holly Know and Dr. Kevin Fitzgerald.

The announcements will support causes on behalf of animal welfare group partners, such as the American Humane Association (AHA), the American Veterinary Medical Association (AVMA), the American Society for the Prevention of Cruelty to Animals (ASPCA) and the Humane Society of the United States (HSUS).

Causes supported include the importance of spaying/neutering pets, shelter adoptions, cruelty prevention, animal healthcare, pet well-being and conservation.

Other plans for the campaign include fund-raising events to raise funds for animal charities and volunteer days to help the charities.