

## Ideas for you



The Progressive Animal Welfare Society in Lynnwood, Wash., holds a snapshot contest for pet or wildlife photographs, with a \$25 first prize. There is a \$2 fee for the first entry, and a \$1 fee for each additional entry.

PAWS does not attempt to return the entries, and the contestants are informed of this in the contest rules. The contest serves as a benefit for the PAWS building fund for a new shelter facility.

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*Programs like these serve to bring the animal welfare problem to the attention of the community and to encourage citizens to become involved -- as well as offering the potential for fund-raising and public relations. If your organization has developed a successful idea that can be adapted to other communities, write a brief description of it and send it to SHELTER SENSE. Each idea will be carefully considered for publication.*

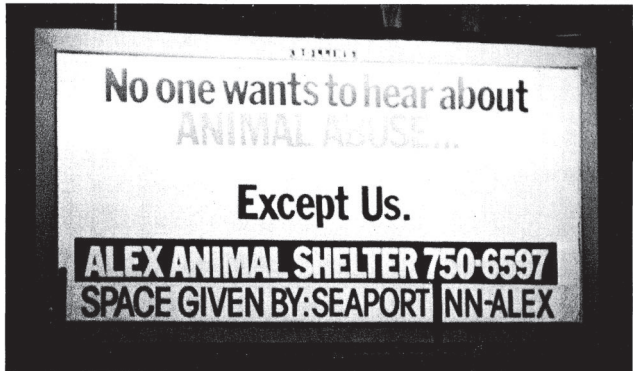
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The City of Los Angeles presents an annual St. Francis of Assisi Award for humane treatment of animals. The award was conceived in 1971 by Mayor Tom Bradley, and entries are solicited from the public. The winner is selected by the Los Angeles City Department of Animal Regulation Board of Commissioners.

Winners receive an inscribed oak plaque, and in past years, have included a family who opened their home to forgotten animals and a wildlife preservationist.

A companion award goes to an organization or individual in the media for outstanding journalistic effort on behalf of humane treatment of animals.

Gail M. Snider



*ATTENTION-GETTER -- The Alexandria (Va.) Animal Control Department produced this billboard announcement to inform the public about the various functions of the animal shelter. The monthly rental of \$400 is contributed by a local restaurant, and the artwork itself cost the shelter \$70. Animal Control Director Gail M. Snider reports that the billboard has encouraged greater public interest in animal welfare. ■*