HSUS ACES ONE FOR THE ANIMALS

The HSUS ventured into new territory in September when we hosted "Ace It for Animals," our first pro-celebrity tennis event, at the Malibu Racquet Club in California. Two dozen celebrities lent their support to the occasion, and more than twenty of them recorded special public-service announcements about the HSUS and our work. We made new friends in Hollywood, many of whom have offered to help with future projects here and abroad.

In addition, invited guests at the three-day event were treated to superb tennis played by pro-celebrity and pro-amateur teams.

As exciting as the tennis was, the high point of the weekend came at a Saturday-night gala when the HSUS honored Matthew and Kevin Lamb, two California brothers who had witnessed and reported to authorities an act of cruelty to pelicans perpetrated by two fishermen. Actress Loretta Swit gave each youngster an award from the HSUS, and the star-studded crowd rose to give the fine young men a standing ovation.

The forum was an unusual one for us, but the message was tried and true: animals deserve our compassion, respect, and protection. We're delighted to have reached a whole new audience of helping hands.

We extend our appreciation to everyone who played in the tournament and to those who helped make it a great weekend, including Kiss My Finer, Nature's Gate, Paul Mitchell, Sebastian, Smith & Vandiver, and St. Ives. These six companies, participants in our "Beautiful Choice" campaign, either were sponsors or provided products for the event.

BRANCH RECEIVES ALTERNATIVES AWARD

O n November 12, 1992, in Grafton White, Maryland, The HSUS presented its second annual Russell and Burch Award to Charles E. Branch, Ph.D., of Auburn University. The Russell and Burch Award, named for William Russell and Rex Burch, two pioneers in the field of alternatives to the use of laboratory animals, recognizes outstanding scientific contributions toward reducing the use or suffering of animals in biomedical research, testing, or education. The winner receives a trophy and a monetary prize.

Dr. Branch was honored for developing an alternative to the use of live dogs for teaching cardiovascular physiology in veterinary and medical schools. His sophisticated alternative combines interactive videocassette technology and computers. Comparative studies have shown that this method is at least as effective as the use of live dogs in teaching physiology.

To promote this innovative technology, Dr. Branch cofounded CONVINE, a consortium of all veterinary and medical schools in the United States and Canada. CONVINE supports training workshops in interactive media and provides grants for alternatives and Burch Award during a ceremony held in November.

1993 IS "THE YEAR OF THE CAT"

Although domestic cats have lived side by side with people for thousands of years, they often are misunderstood, and sometimes mistreated, to this day. In an effort to educate people nationwide about the rewards and responsibilities of owning a cat, the nation's largest animal-protection organizations have united to proclaim 1993 "The Year of the Cat".

The HSUS, the American Society for the Prevention of Cruelty to Animals, the Massachusetts Society for the Prevention of Cruelty to Animals, and the American Humane Association are asking local humane societies, animal shelters, and veterinarians to participate in this special effort to present the facts about domestic cats.

Today, pet cats outnumber pet dogs 60 million to 55 million. "Cats have slowly crept up to win people's hearts," said Marc Paulhus, HSUS vice president, Companion Animals. "Unfortunately, people's knowledge edge of cats hasn't kept pace with their love for them. We want to make 1993 the year we demystify the cat."

Cats are often misconceived as mysterious, aloof, and frightening creatures who require little care or attention. The campaign's four national spokespeople hope that "The Year of the Cat" will help to curb the abuse and neglect of cats and encourage responsible pet ownership.

A special mailing is being sent to local animal shelters and veterinary organizations nationwide to explain the campaign and provide educational information and materials. Included in the mailing will be a sample "Year of the Cat" proclamation, sheet of logo sticks, list of suggested activities, myths-and-facts brochure, colorful poster, and order form. The brochure and poster feature whimsical drawings by Sascha Broder, author and illustrator of the best-selling book All I Need to Know I Learned from My Cat. A second mailing will consist of scripts for "Year of the Cat" public-service announcements on local radio stations can read over the air.

For more information, write to "The Year of the Cat," The HSUS, 2100 L St., NW, Washington, DC 20037.

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