OWN A CAT WITH SOCKS APPEAL?

A new cat has taken the country by storm. He’s Socks Clinton, the nation’s new First Feline.

To celebrate Socks’s coming to the White House, Washington, D.C.’s ANA Hotel, managed by Westin, has announced a “Socks Appeal” contest. A $10 entry fee will benefit The HSUS. The con­test runs through May 1, 1993.

Entrants will be judged in two stages. The competition’s first stage will be a look­-alike contest to find the twenty-five cat fi­ni­lists who most re­semble Socks. Owners of the finalists will be asked to complete a question­naire and write a short essay about their own First Feline.

The winning cat and owner will receive a trip to Washington, D.C., in mid-June and enjoy a weekend as guests of the ANA Hotel in the Presi­dential Suite. The top cat and his/her family will also receive a custom-built cat bed designed as a replica of the White House. And the winning cat’s photo will appear in the 1994 HSUS calendar.

If your cat has what it takes to represent this nation’s “democratic” values, send a color photo of you and your cat, along with a check for $10 made out to The HSUS, to Socks Contest, The HSUS, 2800 L St., NW, Washington, DC 20037. Photos can’t be returned, and the decision of the judges is final.

COMPUSERVE AT YOUR SERVICE

If you have a personal com­puter and a modem, you can now plug into Com­­puser­ve, an on-line computer in­forma­tion network, and plug right into The HSUS. You can read materials, leave messages, and even participate in discussions and debates. You’ll find up­dates on legislation, including bills’ status and hearing dates, HSUS cruelty investigations, and other HSUS projects.

We’ll be posting hot topics on the HSUS/Compu­serve bulletin boards for your review and comments. You can ex­change ideas and tips with oth­er users or browse in the HSUS file libraries for back­ground information on any number of program issues.

Com­­puserve fees include a basic monthly fee plus charges for access to the HSUS forum. A small portion of this cost is paid to The HSUS. We have free start-up kits that enable you to gain access to Compu­serve (you must have a mod­em) and include a $15 credit toward on­line charges. To re­quest a kit and receive infor­mation on access fees, call 1-800-524-3388.

SENTINEL HELPS YOU GUARD YOUR PETS

Y ou and your pets need all the help you can get if they become lost, but a pet’s best “ticket home” is an identifica­tion tag worn on its collar.

All companion dogs and cats, even indoor cats, should wear identification at all times. In addition, dogs (and, in areas where they must be licensed, cats) should wear their license tags on their collars.

For added protection, you can also register your pet with Sentinel Pet Registry. For a small annual fee, Sentinel issues each registered pet an identification tag with the number of a toll­free, twenty­four­hour hotline on it. Whether you lose a pet or find one, using the hotline number can help reunite pets with their owners. Sentinel is always on­line; operators man the hotline 365 days of the year.

You can register your pets over the telephone, using a Visa or MasterCard. The an­nual registration fee for the first pet is $12; there is a $4 charge for each additional pet. Call Sentinel Pet Registry at 1-800-423-5166, and be sure to tell the operator you are an HSUS member. The HSUS will receive 50 percent of every HSUS member’s Sen­tinel enrollment fee.

A BEAUTIFUL OFFER BENEFITS THE HSUS

Sebastian International, the beauty and care­products company, is conducting an ex­citing promotion in 7,000 of its salons this spring to help raise money for The HSUS.

Sebastian created Club UNUne. (Unity Now Is a To­morrow for Everyone’s) in 1991 for its salons and customers to support the efforts of seven charities that serve the envi­ron­ment, people, and animals (see the Winter 1992 HSUS News). A customer can join Club UNUne at a Sebastian salon by writing a $10 check to one of the seven charities.

On the spot, he/she receives a “thank you” gift bag of hair­care products and cosmetics. Club members subsequently receive newsletters filled with fashion tips, coupons for salon discounts, and samples of Se­bastian’s latest products.

During April, May, and June, Sebastian salons will be making a special effort to en­courage responsible pet own­ership among their customers. For $20, customers can join both The HSUS and Club UNUne, and have their pets registered with the Sentinel Pet Registry (see page 2); they will then receive an identifica­tion tag for their pet to wear with a twenty-four-hour hot­line number on it. The normal value of this offer is $32.

Sebastian salons also will donate proceeds of specially stickered products to The HSUS. Stock up now! For more information about Se­bastian, call 1-800-829-7322.

SHOP “SMART” AT PETSMART

With seventy stores in sixteen states and forty more scheduled to open this year, PETSMART is on its way to becoming the nation’s largest pet­supply retailer. More important than its size, however, is PETSMART’s corporate philosophy of caring for animals. The chain does not sell dogs or cats. It offers store discounts to owners who obtain pets from shelters and provides grooming for shelter animals so they will be more attractive and adoptable. It even takes shelter animals into its stores to display for adoption.

The HSUS has been select­ed by PETSMART to receive a portion of the proceeds from sales of its Authority premium pet formulas. For the duration of the promotion “Two Paws and a Cause,” PETSMART will make a donation to The HSUS for each Authority product sold. PETSMART will also provide a page in its store magazine for pet­care tips from The HSUS. The magazine is given to more than 800,000 PETSMART cus­tomers each month.

This year PETSMART will be a major supporter of the National Association for Hu­mane and Environmental Edu­cation’s “Adopt­A­Teacher” program. For more informa­tion about PETSMART, call (602) 944­7070.

MAKE IT HAPPEN

A cleaner Earth. A better world for ani­mals. Today’s kids will be making tomorrow’s decisions. Help them learn about kindness to animals, people, and the environment with KIND News. For just $18 a year, you can sponsor an entire classroom of students to receive KIND News each month of the school year. Many classes are waiting to be adopted through the HSUS “Adopt­A­Teacher” pro­gram. You can adopt one of them or pick one of your choice. Tomorrow’s decision­makers should be reading KIND News to­day. For more information, write to the HSUS Adopt­A­Teacher Program, 67 Salem Rd., East Haddam, CT 06423.