

American Society for the Prevention of Cruelty to Animals (ASPCA)  
424 East 92<sup>nd</sup> Street  
New York, NY 10128-6804

10/08/19  
VIDEO PUBLIC SERVICE ANNOUNCEMENT

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Start date: 10/12/19  
Stop date: 10/18/19

PETS ARE PEOPLE, TOO!

Run time: 00:60

00:01 - 00:10

Open with a CU of a shivering puppy inside of a cage.

**SFX:** [*Sarah McLachlan's "Angel" plays down in background*]

**Female V/O:** Alone. Sad. Cold. These animals have never known anything else. Shelter dogs often do not have the chance to find a forever home before being euthanized.

00:11 - 00:20

Cut to MS of barking dogs in cages; pan right across all of the cages.

**Female V/O:** Give these animals a chance of a new life by participating in National Adopt a Shelter Dog Month. The American Society

-MORE-

PETS ARE PEOPLE, TOO! – PAGE 2

00:21 - 00:30

Wipe to WS of a family approaching the dog shelter.

00:31 - 00:40

Dissolve to a CU of a puppy licking a small kid's face.

for the Prevention of Cruelty to Animals has deemed the entire month of October this important holiday.

**SFX:** [*Soft, distressed barking in the background*]

**Female V/O:** Head on down to your local A-S-P-C-A shelter to take a look at the adoptable dogs. Add a new member to the family.

**SFX:** [*Kid boy laughter*]

**Male Kid:** This one's perfect! He's my new best friend!

**Female V/O:** You can bring light into lives this October.

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PETS ARE PEOPLE, TOO! – PAGE 3

00:41 - 00:50

Cut to LS adults cleaning cages; pan left to adult walking dog. Cut to split screen with a CU of a smiling elderly woman on the phone.

00:51 - 00:60

Cut to a CU of a faded picture of a smiling boy holding a puppy. Words dissolve into the frame. Words say: "National Adopt a Shelter Dog Month."

**Female V/O:** Can't adopt a dog right now? Volunteer a few hours at your local shelter! Or donate just sixty-three cents daily to A-S-P-C-A.

**Female V/O:** You can make a major difference in an animal's life. Go visit A-S-P-C-A-dot-org to learn more. Happy National Adopt a Shelter Dog Month!

**SFX:** [*Sarah McLachlan's "Angel" plays up and out*]

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