



MEDIA CONTACT:

Nina Thompson
619-372-0916 cell
nthompson@sdhumane.org

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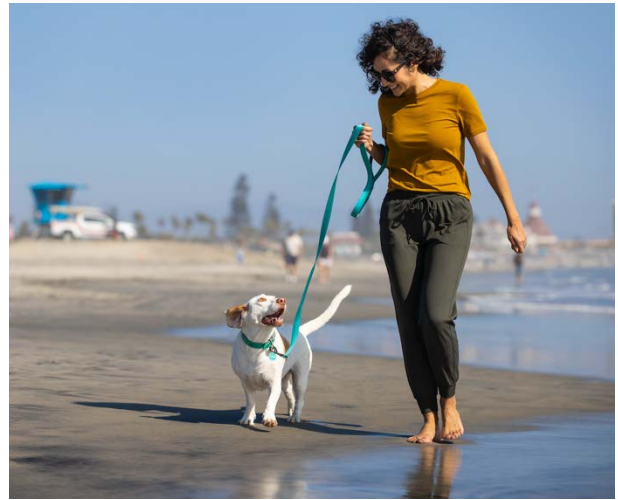
Make a Difference During “Be Kind to Animals” Month

San Diego Humane Society encourages community to Create a More Humane San Diego.

SAN DIEGO — May is national “Be Kind to Animals” month, and San Diego Humane Society is inviting the community to join the movement to make a lifesaving difference for pets and wildlife in need.

Those driving on the 805 freeway may notice a new billboard catching their eye on their commute. San Diego Humane Society’s colorful advertisement is just one piece of a campaign inviting the public to help Create a More Humane San Diego. It’s part of the organization’s campaign to build a movement of support for animals and the people who love them.

A key message of the campaign? Small steps can make a big impact. Each year, the organization cares for more than 40,000 animals in need, an achievement that is only possible with the support of dedicated San Diegans — from donors, to volunteers and fosters, to social media advocates. During the Spring months, the shelter is especially busy with orphaned babies — from kittens to rabbits and songbirds — in need of care, making it an especially important time to get involved. “There are so many ways to get involved in San Diego Humane Society’s work and help save lives,” said SVP & Chief of Philanthropy & Communications Brian Daugherty. “And during the month of May, one of the simplest things you can do to be kind to animals is to commit to taking a small step to benefit pets or wildlife in need.”



You can help Create a More Humane San Diego by:

- **Being kind to all living creatures.** From adopting a pet in need to learning how to compassionately [coexist with our local wildlife](#), there are countless ways to be kind to animals in our community.
- **Speaking up.** [Report suspected animal cruelty and neglect](#) to our Humane Law Enforcement team. Humane Officers are available 24/7 to help animals in need.
- **Using your time, talents or resources to help animals.** In addition to on-site volunteer opportunities at their multiple shelter locations, San Diego Humane Society needs foster volunteers who are willing to temporarily open their homes to animals in need — from litters of orphaned kittens to adult dogs with special medical requirements.
- **Joining the conversation.** Follow San Diego Humane Society on Facebook, Twitter, Instagram or TikTok to stay up to date on the organization’s lifesaving work, and enjoy plenty of adorable animal content.

To learn more about how to get involved, visit morehumanesandiego.org.

B-roll and photos for media use are available here: <https://bit.ly/3w45e2X>

Suggested Tweet: May is national [#BeKindtoAnimalsMonth](#) and [@sdhumane](#) is inviting the community to join the movement to make a lifesaving difference for pets and wildlife in need. Help Create a More Humane San Diego! Get started at morehumanesandiego.org.

About San Diego Humane Society

San Diego Humane Society’s scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. For more information, please visit sdhumane.org.