

# Press Release



Contact: Laura Fulda  
VP of Marketing & Communications  
Humane Society Silicon Valley  
(408) 727-3383 ext. 854  
[laura.fulda@hssv.org](mailto:laura.fulda@hssv.org)

## **Humane Society Silicon Valley Urges San José Mayor and City Council to Adopt Proposed Changes to City Pet Ordinance**



SANTA CLARA, Calif., May 1, 2007 – Humane Society Silicon Valley (HSSV) is urging San José Mayor Chuck Reed and the City Council to support a measure they will vote on May 1, 2007 that would amend Title 7, the City’s Animal Ordinance. In particular, HSSV supports a proposed change that would allow registered animal shelters and rescue groups to hold outdoor pet adoption fairs in San José.

Currently, rescue groups and shelters are prohibited from holding outdoor pet adoption fairs in San José or even displaying pictures of animals available for adoption. HSSV President Christine Benninger says to her knowledge, no other city in the State of California prohibits outdoor pet adoption fairs.

“When this animal ordinance was originally passed, it was intended to crack down on backyard breeders and unscrupulous people selling animals in the hot sun at flea markets, Benninger says. The law was never intended to prohibit legitimate animal shelters and rescue groups from finding animals loving homes. We urge the mayor and council to pass this proposed amendment to Title 7 to give rescue groups and shelters more venues to find loving homes for pets.”

Benninger says there are three primary reasons why this amendment is valuable to San José:

### **Cost**

Last year, more than 12,480 animals were euthanized in the South Bay at an approximate cost of \$2.5 million. The proposed amendments provide more public exposure for homeless animals - saving more animals’ lives, as well as saving taxpayer dollars.

### **Support for City and Private Animal Shelters and Rescue Groups**

By bringing animals to pet friendly locations such as Santana Row, rescue groups and shelters like HSSV can gain greater visibility for homeless animals and have an opportunity to educate the public about pet related issues like spaying and neutering.

### **Indoor adoption venues are limiting**

While indoor adoption venues are a good alternative when it’s cold and rainy, they have limitations. Promoting a pet adoption fair at an indoor location where people do not naturally congregate on the weekend requires advertising dollars. It is more cost effective to hold outdoor adoption fairs in pet friendly public places like Santana Row where people naturally congregate.

-More-

“Many San Jose residents avoid shelters because they think they are sad places,” Benninger explains. “Outdoor adoption venues allow us to show our wonderful animals outside of their cages, in a natural setting. Prospective adopters can see how they interact with people in a public place.”

Other key changes to the ordinance HSSV supports would define minimum care for pets, including food, water, shelter and veterinary care, and require more space between homes for residents who want to keep animals such as chickens, rabbits and geese.

“These proposed modifications will help ensure more pets are well cared for, stem the flow of unwanted animals entering shelters, and give animal welfare agencies more avenues to find homes for homeless pets,” Benninger says.

**About Humane Society Silicon Valley**

Humane Society Silicon Valley (HSSV) is an independent, non-profit agency offering quality adoptions, medical care and education programs to enhance the human-animal bond. Established in 1929, HSSV has served Silicon Valley for 77 years and grown into one of the largest animal shelters on the West Coast, caring for nearly 9,000 animals in 2006. To date, HSSV has adopted more than 500,000 animals into permanent, loving homes. HSSV is an “open door” shelter and accepts animals 24-hours a day, seven days a week, regardless of any temperament or health related problems. HSSV’s medical center offers affordable spaying/neutering, vaccinations and microchips to the public. More information about HSSV can be found at our website at [www.hssv.org](http://www.hssv.org).

###