

HUMANE SOCIETY OF INDIANAPOLIS

Contact: Martha Boden
Humane Society of Indianapolis
mboden@indyhumane.org
317-875-6888
317-557-9947 mobile

FOR IMMEDIATE RELEASE
April 10, 2008

Humane Society of Indianapolis Receives \$50,000 from the Nina Mason Pulliam Charitable Trust

INDIANAPOLIS...The Humane Society of Indianapolis (HSI) has received \$50,000 from the Nina Mason Pulliam Charitable Trust. The funds will be used to support marketing communications initiatives targeted at donors and adopters. HSI has focused its efforts the past several years by following a strategic plan. Key strategic issues include continually improving animal care and increasing revenue to eliminate an operating deficit. To gather useful external data for its on-going planning, at the end of 2006 HSI undertook a market research study and a philanthropic assessment. Because of the research, a public service campaign was designed targeted specifically at potential adopters and donors.

The public service campaign has two components. The “Love Them All” campaign is primarily a print campaign, which uses warm, engaging photo portraits of more than 20 local community leaders and celebrities and the tagline “Love them all like you love your own — support your Humane Society of Indianapolis.” Participants include Maxwell Anderson, Kathy Taurel, Mari Hulman George and more. The intent is to show various well-known people with visible community roles who care about all animals, not just their own.

-more-

The second component of the campaign is focused on promoting adoptions and features a series of four billboards with the theme “Love awaits at indyhumane.org.” These billboards may also appear as print ads later in the year.

“We are grateful for this gift, which will help the Humane Society of Indianapolis remind us all of the joys of making pets part of our lives,” said Humane Society CEO Martha Boden. “This grant continues Mrs. Pulliam’s wonderful legacy of concern and support for animals.”

The mission of the Humane Society of Indianapolis is to provide shelter and comfort to animals in need on the path to loving lifetime homes. For more information about its programs and services, log on to www.indyhumane.org.

###