



"The Gift of Rescue" TV Public Service Campaign



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ABOUT NORTH SHORE ANIMAL LEAGUE AMERICA

North Shore Animal League America has saved the lives of more than 1.2 million animals. As the world's largest and longest-running no-kill animal rescue and adoption organization, we are dedicated to our mission to Rescue, Nurture, Adopt and Educate. Our innovative programs reduce animal cruelty and advance the highest standards in animal welfare. We reach across the country and around the world to rescue animals from overcrowded shelters, commercial breeding facilities, natural disasters, and other emergencies and find them responsible, loving homes.

To learn more, please visit www.animalleague.org.



Learn more about North Shore Animal League America

[ANIMALLEAGUE.ORG](https://animalleague.org)



[FACEBOOK](https://www.facebook.com/northshoreanimalleague)



[INSTAGRAM](https://www.instagram.com/northshoreanimalleague)



[PINTREST](https://www.pinterest.com/northshoreanimalleague)



[YOUTUBE](https://www.youtube.com/northshoreanimalleague)

Dear Public Service Director,

Every day, countless animals face heartbreaking circumstances — neglect, abandonment and the threat of euthanasia — through no fault of their own. At North Shore Animal League America, we are dedicated to protecting these innocent lives and ensuring they find the care and compassion they deserve. As the world's largest and longest-running no-kill animal rescue and adoption organization, we work tirelessly to ensure that all companion animals are given the opportunity to live safe, happy lives.

The human-animal bond is a powerful one. Pets bring comfort in difficult times and joy in the best of times, while thriving in homes where they are nurtured and valued. Sadly, not all animals are that fortunate. Our lifesaving mission of Rescue, Nurture, Adopt and Educate helps ensure every animal has the chance to be cared for, respected and loved.

Since 1944, North Shore Animal League America has saved the lives of more than 1.2 million dogs, cats, puppies and kittens. Many of these animals came from overcrowded shelters, commercial breeding facilities, and areas affected by natural disasters. Through our innovative programs, and global rescue efforts, we strive for a future where every animal is free from abuse, hunger, fear and loneliness. As a leader in the no-kill movement, we are dedicated to promoting shelter adoption; encouraging spay/neuter programs; reducing animal cruelty; ending euthanasia; and advancing the highest standards in animal welfare.

We hope that you will help inform your viewers about the importance of protecting these rescued animals and finding them loving homes by airing the PSAs "**The Gift of Rescue**" (:60, :60, :30, :30, :15). These PSAs feature animals who might have otherwise been put down if not saved by North Shore Animal League America and showcase the amazing bonds they share with the families that adopted them. The PSAs also encourage viewers to visit animalleague.org for more information and to find their nearest Animal League America shelter partner. We hope that you will air these messages, which have **no end date for use**, as soon and as often as possible.

Thank you in advance for your support of this public service campaign.

Sincerely,

A handwritten signature in dark ink, reading "J. John Stevenson". The signature is fluid and cursive, with the first name "John" being more prominent and stylized than the last name "Stevenson".

J. John Stevenson
President & CEO

"The Gift of Rescue" (:60)

MUSIC UP AND UNDER

PET OWNER 1 V/O: When we brought Seamus home, he completed our family.

PET OWNER 2 V/O: He completed our family.

PET OWNER 3 V/O: They completed our family.

PET OWNER 4 V/O: Mercy's the best.

NSALA V/O: North Shore Animal League America has shelter partners nationwide where we help connect animal lovers and pets to our adoption initiatives. Shelters across the country are facing overcrowding. With your support, we've rescued over 1.2 million animals.

PET OWNER 5 V/O: Like Mercy who otherwise would have been put down.

NSALA V/O: Animal League America is the worlds largest and longest running no kill animal rescue and adoption organization. North Shore Animal League America goes to the greatest lengths to rescue, heal and nurture pets so they are ready to go to caring homes.

PET OWNER 2 V/O: With so many loving animals already out there...

PET OWNER 6 V/O: adoption was the only logical choice.

PET OWNER 3 V/O: Just look at these faces, we fell in love with them right away.

PET OWNER 3 V/O: It's unconditional love...

"The Gift of Rescue" (:60 continued)

PET OWNER 1 V/O: that gives people joy and companionship.

PET OWNER 7 V/O: Just like this.

PET OWNER 1 V/O: Like this

PET OWNER 8 V/O: For your perfect match.

PET OWNERS V/O: Find a shelter near you at animal league dot org.

GRAPHICS:

North Shore Animal League America logo

Find a shelter near you at www.animaleague.org

A public service message from North Shore Animal League America

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/nsala/>

These PSAs have no end date for use

"The Gift of Rescue" (:60, :60, :30, :15)

"The Gift of Rescue - Donate" (:30)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at stthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate



ATLANTA GA 39901-0001

In reply refer to: 0752861009
May 18, 2017 LTR 4170C 0
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BODC: TE

NORTH SHORE ANIMAL LEAGUE AMERICA
INC
750 PORT WASHINGTON BLVD
PRT WASHINGTN NY 11050-3720



009291

Person to Contact: Customer Service
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of May 09, 2017, regarding the tax-exempt status of NORTH SHORE ANIMAL LEAGUE AMERICA INC.

Our records indicate that a determination letter was issued in JUNE 1948, granting this organization exemption from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate this organization is not a private foundation within the meaning of section 509(a) of the Code because it is described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to this organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to the organization or for its use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/efo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown above.

