# FIGHTING CHANGE



## INSIDE -

- Coulston Kills Chimps
   Campaign
   page 3
- LCA Airs First

  Mainstream Animal

  Rights Program

  page 4
- Burlington Coats

  Targeted by

  CAFT/LCA

  page 5
- LCA Protects Free-Speech
  page 6
- Pepsi The Joy of
  Killing
  page 7
- Death at Sea World
  page 9
- And Much More!



**SUMMER 1999** 



The beautiful entrance of Paramount Studio's main theater greeted 600 friends and supporters of LCA.

## Oliver Stone, George Lucas, LCA... LCA?!?!

#### **OUR TV SHOW PREMIERES AT PARAMOUNT STUDIOS**

n June 13, six hundred people joined our celebration at Paramount Studios to watch "Hollywood Animal Crusaders" on the big screen. Paramount's main theater had standing-room-only even after 350 people were turned away from the event.

The evening was emceed by The Ark Trust's Gretchen Wyler, who announced that with this television show, Chris has made a "remarkable achievement for the animals." The audience gasped together, laughed together, sighed together, and cheered together on their journey through "Hollywood Animal Crusaders."

SEE PAGE 4 FOR THE ENTIRE STORY



## **President's Message**



## NEW TACTICS TO ADVANCE THE FIGHT

he first time I led a civil disobedience action fifteen years ago in front of Cedars-Sinai's vivisection lab, I wasn't quite as prepared as I soon became. However, I was positive that this action had to be done, and thirty other people

joined me. It was a new tactic in the animal rights movement, and I learned immediately that the tactic worked despite the few little things that didn't go perfectly.

At that first civil disobedience, we didn't bring enough padlocks to secure every participant in chains. So I improvised. I found some wire twisty-ties, like the ones on bread packages, and I used them to keep the chains around the people who didn't have padlocks. Then I pulled their shirts down over the twisty-ties.

The cops had to use bolt-cutters to split us apart and take us away. Meanwhile, during those hours, the media went crazy over this tactic that they had never seen before from animal rights activists. The laboratory had never seen it either, and Cedars-Sinai staff and officials were outside looking worried, confused, and fearful. Our spokesperson was telling everyone, including half a dozen television cameras, why we were there. Our message was getting out, our demands to end animal experimentation was getting heard.

With all this going on, I knew that we had picked the right tactic. This was a serious demo, a serious issue, and a very serious situation because many of the activists were being arrested for the first time. All these years later, I can finally admit, that even though I'm 100%

focused on our fight, I couldn't get those twisty-ties off my mind. I still can't believe that some dinky little thing used to keep bread fresh was actually working to keep our action alive and our message strong. Because the ties were under people's shirts, the cops didn't notice them and assumed every person had a padlock. So they were using bolt-cutters to cut chains, ten minutes per person, when they could have just untwisted the twisty-ties and ended our action in a matter of minutes.

Of course, I always had enough locks after that. But the point is that fifteen years ago, the tactic of civil disobedience worked well. It was effective and non-violent. It got attention and worried our opposition. Years later as we found even more effective tactics that accomplished our goals, LCA started doing less civil disobedience and more hardcore investigations. That worked too. It got attention and worried our opposition. Times change and our opposition changes in their ability to defend themselves against certain tactics. We who care about animals must change too.

This newsletter introduces you to some of LCA's cutting edge tactics. They're new to the animal movement, and new to our opposition. A few months ago, LCA put the first mainstream animal rights television show on the air, going in to millions of homes. And this summer, we became the first animal rights organization in the country to ever sue a vivisection laboratory for damages.

It's important to develop new and fresh tactics in order to drive our message further, even if it means leaving oncesuccessful twisty-ties on bread bags.

Knowing that you understand the importance of driving our message forward, I'm very proud that you support us and join us in setting precedents. Our focus must always be on helping our little friends as effectively as we think we can.

For the animals,

Chris DeRose

#### LCA STATEMENT OF PHILOSOPHY

Last Chance for Animals (LCA) recognizes all living beings as possessing intrinsic value, and as such they are entitled to certain basic rights. LCA believes that non-human animals are sentient individuals and should not be subjected to exploitation by humans.

LCA does not accept a difference in

species as justification for wanton exploitation or oppression for any purpose. LCA opposes the use of animals for food, entertainment, clothing, and scientific curiosity. In addition, LCA recognizes the use of non-human animals in experimentation designed to cure human disease as both immoral and of questionable

scientific validity. LCA advocates conscious and informed lifestyle decisions and is committed to disseminating truthful information about societal animal abuse in order to improve the manner which animals are treated in the American culture.

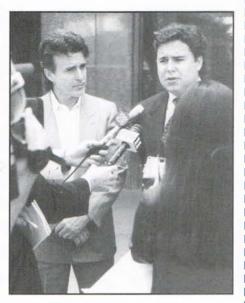


## **Coulston Kills Chimps**

THE BATTLE TO SAVE
RESEARCH CHIMPS
CONTINUES WITH AN
UNPRECEDENTED
\$4.3 MILLION
LAWSUIT

year ago, LCA protested a decision the Air Force made by turning 111 chimps over to one of the worst violators of the Animal Welfare Act. Coulston now holds more than 600 chimpanzees in captivity for experimentation. LCA got press when we launched CoulstonKillsChimps.com on the internet to create public outcry against the Coulston Foundation.

In addition to the bold website, we sent a mailer to every household in Alamogordo, New Mexico where Coulston is based. We also rented



Chris DeRose and lead attorney Gerry Fox attend press conference after the lawsuit was filed.

a billboard outside Coulston's laboratory, advertising our website and offering \$100,000 for information

(Continued on Page 10)



## CHIMPANZEE FREEDOM FUND!

If you want to make a special contribution in addition to your much needed support for LCA, please consider making a donation to this special campaign fund. The Chimpanzee Freedom Fund will help pay for our important lawsuit, and all excess from the fund will go to chimp sanctuary programs. Please mark special donations and mail to LCA.

# **Chris DeRose Joins Primate Freedom Tour at Coulston**

he "Primate Freedom Tour," coordinated by CEPE, targeted the Coulston Foundation in New Mexico as a primary stop on their cross-country trip. In late June, Chris joined up with fifty dedicated animal activists traveling by bus to visit the country's primate research labs and protest the atrocities that occur inside.

Chris noted the commitment of the activists who have dedicated three months to ride on a crowded bus and protest animal abuse day after day in the name of compassion. He comments, "These people, mostly youth, are taking the first tour of its kind for animals, stopping at primate labs around the country to educate millions of people. They're to be commended."



Animal activists and Alamogordo, NM residents gather at various locations to spread the truth. Some protestors stood less than 100 feet away from the chimps suffering at the hands of the Coulston Foundation.



## A Special Hollywood Premiere

(Continued from Page 1)

Many thanks to the volunteers who worked the event, to the celebrities and all who attended, with special appreciation to accomplished actress Tracy Scoggins for closing the evening.

Along with dozens of blockbuster films previously screened at the impressive Paramount Studios theater, Last Chance For Animals is thrilled to have hosted a successful event at that venue. We express appreciation to AnimalNews.com and Paul Mitchell Systems for sponsoring the festive evening. Further thanks to Cheryl Lynch for coordi-



John Travolta & Chris DeRose share a moment during the show's production.

nating the event's publicity. Additionally, we're grateful as always to Alaine's Bakery (310-470-1094) in West Los Angeles, for their

on-going support of LCA's events by providing vegan desserts.

## What Happens When an Actor Starts an Animal Organization?

LCA CREATES AND AIRS THE FIRST ANIMAL RIGHTS PROGRAM DESIGNED FOR MAINSTREAM TELEVISION



Film and TV actor Esai Morales joined the Hollywood Animal Crusaders to rescue this young horse from killer-buyers. Instead of slaughter, Esai & Chris led the horse to the trailer that would take her to Equus Horse Sanctuary in California.

en years ago, LCA founder Chris DeRose had a dream. He wanted to use the power of television to create a program that entertains the mainstream public while it also introduces them to animal rights issues. Chris already knew what succeeds and what doesn't after his ten years as a film and television actor.

After years of developing the concept in his head and with others, five years ago Chris teamed up with producer Burt Kearns of Good

(Continued on Page 10)

Nationally known
Los Angeles Times
Entertainment Critic,
Howard Rosenberg,
reviewed the show
on June 14.

Rosenberg wrote, ...granting it [Hollywood Animal Crusaders] regular-series status would fill a void in a medium in which shows about companion animals address the rescues, adoptions, and how-to's of daily care, but rarely instances of cruelty... Bottom line, this is a show about compassion, and that makes it special."

## That Doggoned Burlington

## **Coat Factory**

## TARGETED BY CAFT/LCA

he official anti-fur partnership formed by Coalition to Abolish the Fur Trade (CAFT) and LCA in January identified Burlington Coat Factory as our first collaborative target. Despite the fact that Burlington was caught selling dog fur coats in December and then they expressed horror in subsequent national news stories, Burlington continues to sell dead coyote parts and dead fox parts with the apparent hopes that the public won't notice the hypocrisy.

After our letters to the corporation's heads went unanswered, CAFT/LCA launched the public Burlington campaign on May 30. On May 30, the campaign exploded into life as nearly three dozen Burlington stores around the country were the sites of simultaneous protest. Also that launched on dav. we the website SkinnedPuppy.com to document Burlington's contribution to the suffering and slaughter of canine animals for fur. A May 30 newspaper display advertisement in Burlington, New Jersey advertised our website and advised the company's headquarters to stop selling fur.

Father's Day saw additional protest activity against the corporate chain of 250 stores. August 21 and 22 protests follow the Father's Day protests.

Just six weeks after our campaign was launched, in mid-July Burlington Coat Factory Vice-President Andrew Milstein telephoned CAFT's Executive Director, JP Goodwin, to discuss our concerns. Dialogue with



Burlington Coat Factory is one of the primary contributors to fur animal suffering with its 250 high-volume stores around the U.S.

the company continues, although our growing campaign against Burlington won't end until they agree to stop selling fur.

### WHAT TO DO:

Send an email to andrew.milstein@coat.com or call Burlington at 609-387-7800. Write a letter to Andrew Milstein, BCF, 1830 Route 130, Burlington, NJ, 08016. Let them know that you want Burlington to stop selling fur. Please also call your local Burlington store and tell the manager that you look forward to shopping there when the company stops selling animal fur coats.

## **Need a New Home for Mustang or Cougar?**

#### LCA'S AUTOS FOR ANIMALS PROGRAM RAPIDLY GROWS

hen the yellow 1973
Mercedes 450SL rolled
off the production line,
few realized that 25
years later it would save an animal's life. This car was one of
many handled by the Autos For
Animals program, a collaborative
program that LCA administers.

The popularity of Autos For Animals has gone in to overdrive. We've received donations from around the U.S. Newspapers around the country have run stories.

The Autos For Animals program is a great way to support the impor-

tant work of LCA. It provides a taxdeduction for the donor as well.

For details, please call toll-free 888-882-6264, extension 31.



## When They Mess With Our Rights, They've Clearly Gone Wrong

#### LUXURY MALL LAWSUIT TO STOP ANTI-FUR ACTIVITY BACKFIRES AS LCA PROTECTS FREE SPEECH

n December, 1998, LCA was named as one among dozens of defendants in a lawsuit filed by the owners of Fashion Valley Mall in San Diego, California. Also a defendant, LCA's Executive Director Eric Mindel was personally accused of trespass by a mall he's never visited! We saw this as an attempt to intimidate activists; and the mall owners were not smart when they included Last Chance For Animals as a defendant.

LCA retained San Diego civil rights attorney Bing I. Bush, Jr to protect our rights and also to convince the court of the mall's unconstitutional policies. While protecting our own rights, it was just as important to protect the free speech rights of all San Diego residents.

As a result of Bush's impressive argument on LCA's behalf, on June 11, the court agreed that the mall indeed has violated California's Constitution for years. On June 24, Bush filed a motion to further convince the court of the mall's serious constitutional violations. The court has not yet ruled on the June 24 argument, which has the potential to set a new precedent for free speech in California.

While LCA commends attorney Bing Bush for his incredible integrity and knowledge of civil rights issues, we must give other credit where it's due. We wouldn't have been able to better protect activists' voices to protest animal cruelty at malls and shopping centers throughout the state of California if Fashion Valley Mall hadn't started the lawsuit that seems to be backfiring on them.

#### WHAT TO DO:

Contact friends and relatives who live in San Diego and tell them that a court found Fashion Valley Mall to be violating the California Constitution.

## LCA Braves The Ice to Expose The Truth

Chris DeRose visited Newfoundland in the spring to document the slaughter of hundreds of thousands of seal pups. Working with Hard Copy TV to reach 15 million Americans, Chris was able to present the graphic footage he collected and encourage caring people to contact the Canadian government to stop the carnage. Please contact the Prime Minister of Canada at (613) 992-4211



## **Southland Conference** for Animal Activism

On May 29, Animal Defense League of Los Angeles and LCA hosted a daylong conference to discuss cuttingedge tactics in animal activism. Speakers discussed free speech issues, effective internet campaigning, direct action, and political tactics. More than 100 people attended the event. We're pleased that no matter what one's preferred form of activism, everyone walked away with more refined tools to help end animal suffering.



# Pepsi Cola: The Joy of Killing THE SHARK/LCA

## CAMPAIGN CONTINUES

Steve fter Hindi's www.PepsiBloodbath.com group. SHARK (Showing Animals Respect and Kindness), completed a three month investigation in Mexican bullrings, they shocked the animal community with their findings. SHARK gathered video and photographic evidence that Pepsi is a supporter of events at the Plazas de Toros, where bulls are tortured and then killed for "sport."

SHARK teamed up with LCA to inform the public about Pepsi's involvement with animal cruelty that would be a felony in the U.S.

The campaign launched www.PepsiBloodbath.com, which has received up to 50,000 visitors in one day. The website shows graphic photos of bulls being tortured mere feet away from proud Pepsi banners. Additionally, SHARK tours the country in the Pepsi SlamVan, which plays the video of the bullfights on large-screen televisions and encourages passers-by to stop purchasing Pepsi products.

The conflict between SHARK and Pepsi grows, as Steve talks with top attorneys at the corporation. Though Pepsi has already removed its advertising from one bullring in Puebla thanks to pressure from people like you, they still advertise at many other arenas where animals are tortured.

#### WHAT TO DO:

Please call Pepsi at 1-800-433-2652 and let the company know what you think of their support of bullrings. Tell your friends and neighbors to purchase products from Pepsi's competitors.

## Provide an Eternal Chance For Animals

## LCA'S PLANNED GIVING PROGRAM

To learn about the options available to you as you make estate planning decisions in your desire to help animals, please contact LCA's Executive Director Eric Mindel. There are many choices you can make that will not only help animals, but it can give you some benefits TODAY. Call 310-271-6096, extension 24.



## Pet Theft Campaign Enhanced and Updated

Over the summer, LCA enhanced its long-term Pet Theft campaign with a new emphasis on empowering people in their own communities to battle this heart-wrenching issue. Please visit www.StolenPets.com to see what you can do on your own to fight Pet Theft, or call 310-271-6096, extension 26.

#### WHAT TO DO:

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Call your House Representative and encourage him/her to co-sponsor HR 453, the Pet Safety and Protection Act, which will prohibit the sale of "random source" pets to laboratories.



## \$100,000 Research Crime **Reward Update**

## YOU CAN JOIN OUR EFFORT TO CONVICT ANIMAL RESEARCH CRIMINALS

As this newsletter goes out, LCA allies have delivered the 120th "hit" at an animal research laboratory, averaging nearly two per week since the campaign started! Most states have been involved in promoting the Research Crime

Reward campaign as animal activists fan out over campuses and stand near entrances of facilities that engage in animal experimentation in their communities. The volunteers pass out flyers by the thousands, alerting lab work-

#### WHAT TO DO:

Join this campaign by distributing flyers at an animal lab in your community. Please send an email to promotion@ResearchCrime.com or call 310-271-6096, extension 26 to find out more.

ers that we're offering \$100,000 for information that leads to the criminal conviction of vivisectors.

## **WOW! Talk About a Pet Friendly Landlord!**

#### PROPERTY MANAGER MAKES BIG DECISION TO SAVE ANIMALS

We're extremely proud to announce what LCA supporter Jeanne Daniels is doing in Austin, TX. This amazing animal lover made the decision to gradually turn her upscale shopping center into a "cruelty-free zone." As a result, Ms. Daniels is not issuing nor renewing any leases to

companies that profit by selling animal products. Her decision is one of the biggest topics of discussion in the middle of cowboy country. Ms. Daniels says that she wants to develop the first "green" shopping center in the country, and we commend her for this remarkable goal!

## Won't you please make a donation to help animals who have no voice?

Send your check or money order to:

#### Last Chance for Animals

8033 Sunset Blvd., #35 Los Angeles, CA 90046

Donations may also be made by Visa or MasterCard by calling LCA at (888) 882-6462

## Help us help the animals.

Your generous donation allows LCA to continue in its important work

Please check your donation amount. Thank you.

□ \$20	□ \$50	□ \$100	Other	
Name				
Address				
City, State, Zip_				
Phone				
☐ Please che	eck here if you	require a than	k you letter. LCA does	not automati-

cally send thank you letters. This allows us to use more of your donation for program expenses to help animals. Your returned check is your receipt.

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## Cement Pools and Orcas Just Don't Mix

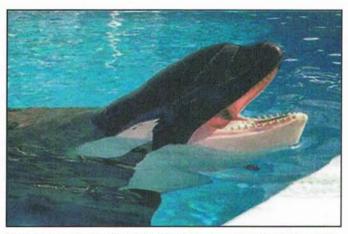
### A DEADLY HINT TO SEA WORLD THAT THEY'RE IN THE WRONG BIZ

n July 6, a dead man was found in a Sea World tank with Tillikum, a killer whale (aka, "orca") the marine park had purchased in 1992. Sea World's acquisition of him was several months after his alleged involvement in a human death in Canada.

The recent body was identified as a tourist who apparently hid inside the park after it had closed. Authorities noted drowning as the cause of the man's death. Only Tillikum truly knows what happened in the tank.

Tillikum was captured from the wild in 1983 near Iceland and is the largest orca in captivity. He does not perform at Sea World: his purpose is for breeding to create new whales for Sea World to exploit.

Wild orca swim up to 100 miles daily. Sea World's largest holding pen takes an orca less than ten seconds to cross.



Tillikum once swam in the North Atlantic ocean, now enslaved to breed for Sea World's profit.

#### WHAT TO DO:

Sea World is owned by Anheuser-Busch. Please call the company at 1-800-342-5283, and inform them that as long as Sea World has captive marine mammals, you're uncomfortable purchasing Anheuser-Busch products like Budweiser and Michelob

## We're Proud to Introduce a Best-selling LCA Supporter

## MARTHA GRIMES PUBLISHES EXCITING NEW BOOK TO EDUCATE ABOUT ANIMAL ISSUES

n May of 1999, best-selling author Martha Grimes introduced new characters in her long popular collection of mystery novels. She also introduced new subjects like dog fighting, trapping, and canned hunts.

Titled <u>Biting the Moon</u>, this fast-moving adventure features two teenage

girls who go on a journey and discover disturbing issues involving animals. As the girls grow closer together, they find ways to save animals from abusive situations. Without ever being introduced to animal rights issues, the girls show the reader, through their adventures, what compassionate people believe and how they should act.

Kudos to Martha Grimes for writing an incredible journey into animal issues in a way the mainstream public will understand. Biting The Moon is available in a bookstore near you. The publisher is Henry Holt & Company, Inc.



# What Happens When an Actor Starts an Animal Organization?

(Continued from Page 4)

Story Productions. They created a promotional tape called "WildLife." This ten-minute piece was an action/drama portrayal of a team of people who saved animals by day and partied in Hollywood by night. The show had promise: high drama and excitement mixed with the glitz of a city's renowned nightlife.

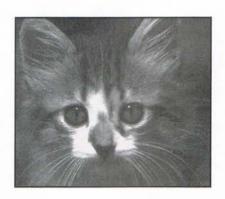
After years of pitching "Wildlife" to development people in television programming, Burt and Chris worked together and finally convinced Animal Planet, the cable channel, to fund production for a one hour pilot.

Animal Planet named the show, "Hollywood Animal Crusaders,"

which aired on June 14. The show offered the compassionate message of LCA mixed with the glamour of Hollywood. Featuring segments that focused on horse slaughter, circus animals, pet theft, and companion animal neglect, the pilot episode reached 3 million homes, sending a constant message of kindness to animals. "Hollywood Animal Crusaders" included interviews with celebrities like John Travolta and Cher to deliver the message that animal cruelty is not acceptable.

LCA continues our push to make this show a permanent series, and it's only a matter of time until a network picks it up. In the meantime, we're thrilled that we've taken the animal movement in a new direction and have demonstrated that the mainstream media is within reach for a strong message of compassion to animals.

A VHS copy of "Hollywood Animal Crusaders" is available on request with a \$50 donation.



## **Coulston Kills Chimps**

(Continued from Page 3)

leading to the criminal prosecution of an animal researcher.

The Coulston Foundation reacted to our public campaign with force. They threatened our internet server with legal action; as a result, our website was out of commission for a week. They did the same with the billboard company, and our billboard was painted over. Coulston even went so far as to make seemingly libelous remarks to the media about the reputation and purpose of LCA.

Not being animal protectors who back down when a fight gets intense, we did something no other animal rights organization has ever done. On June 17, we sued the Coulston Foundation for the damages they've caused us.

After many months of planning and analysis, we retained a powerful law firm known for aggressive and intelligent litigation: Fox, Siegler, and Spillane, LLP. Leading the legal team is Gerald Fox who announced, in the complaint filed in Los Angeles Superior Court of California, that we seek

\$4.3 million in total damages for tortious interference with our business contracts, slander, libel, and other charges.

We anticipate this lawsuit will be a long one that will earn on-going media attention as it moves forward. At the very least, we know it will make vivisectors realize that making false accusations about animal rights activists could land them in a serious lawsuit.

For a copy of the complaint filed, please see www.CoulstonKillsChimps.com/complaint.htm

#### WHAT TO DO:

Contact your House Representative in Washington DC and encourage him/her to cosponsor Rep. Jim Greenwood's Post Research Chimpanzee Care Act, which will provide federal funding for chimpanzee sanctuaries.



# **Eager to Help Animals From Home or Work?**

## OUR ACTION ALERT E-LIST MAY BE THE ANSWER!

Every week, LCA sends out Action Alerts to hundreds of dedicated people. All of these people use their email accounts to help animals by following simple instructions offered by LCA's Campaigns Director, Roland Vincent. For its quick, decisive, and surgical-like successes, our Action Alert List has been dubbed, "Roland's Raiders."

To join this email list, which is never used for any other purpose, please send your name and email address to "info@LCAnimal.org" and tell us that YOU want to be a Raider for the animals.

If you don't currently have email but you want to know how to get it, please feel free to contact Roland at 310-271-6096, extension 26.

## Check Into This Easy Way to Help Animals! "Fighting Chance Fund"

At the request of many members, LCA now offers the ability for you to donate monthly directly from your checking account. There is no additional cost to you. For just a few cents a day, your monthly contributions can truly help LCA continue its important work, and you can feel good knowing your small monthly donation adds up to a world of difference for animals.

Please check the MONTHLY amount you wish to have automatically withdrawn from your checking account to help LCA give animals a fighting chance.

\$6 \$\subseteq \\$9 \$\subseteq \\$15 \$\subseteq \\$20\$

NAME	
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from my checking account as a donation never release my account information more than the amount I have authorize	fer the above marked amount once a month on to the organization. I understand LCA will to any other entity, nor will LCA ever transfer ed in writing. LCA will automatically transfer otice in writing that I no longer wish to con-
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Please send this form, along with a voic Chance for Animals, 8033 Sunset Blvd.	ded check from your current account, to: Last , Suite 35, Los Angeles, CA 90046.

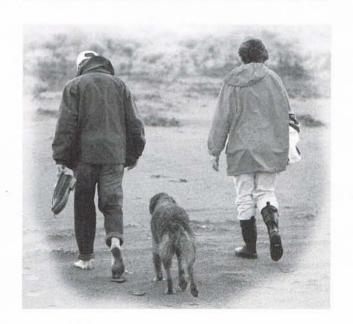
You may call us at (310) 271-6096 if you would like details about how to do this

on this on your credit card.

## **Email Victories!**

A few victories in which email played a part:

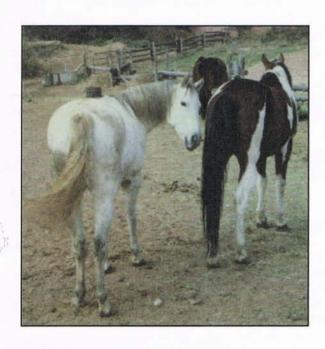
- Celestial Seasonings changed its corporate "pest" control policies when countless letter writers made them aware of the animal suffering involved with poisons.
- Oregon's governor opposed legislation to hunt cougars after public outcry.
- After Dillards received thousands of emails and phone calls soon after announcing the recently acquired Mercantile Corporation would still sell fur at its stores, Dillards then announced it would phase fur out of the Mercantile stores to match Dillards' policy.



LAST CHANCE FOR ANIMALS 8033 SUNSET BLVD., #35 LOS ANGELES, CA 90046



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Please send us photos of your animal friends to include in our newsletter. Stories of rescues are appreciated but not required. Photographs should be sharply focused. We're sorry, but we cannot return any photos submitted for the newsletter. Unless otherwise stated in writing, submission of photos to LCA constitutes your agreement that we may use them to encourage compassion in people.

Fighting Chance Newsletter Photos Last Chance for Animals 8033 Sunset Blvd., Suite 35 Los Angeles CA 90046 Last Chance for Animals is a non-profit organization dedicated to exposing and ending animal cruelty



LAST CHANCE FOR ANIMALS 8033 Sunset Blvd. Suite 35 Los Angeles, CA 90046 (310) 271-6096 FAX: (310) 271-1890 1 (888) 88-ANIMALS www.LCAnimal.org

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