



## Ends and Means

ISAR supporters know that the fundamental goal driving our organization is to reduce, if not eliminate, the overpopulation of companion animals through humane education, emphasizing spay/neuter as a major solution to the problem.

To that end, in addition to our other [programs](#), ISAR recently produced a study and model law--[Model Statute Regulating Dog Breeding, Facilitation and Sales](#)--dealing with the vice of puppy mills and other wholesale and retail breeding and sale of dogs and cats. The ISAR-proposed statute has, no pun intended, teeth, because among other provisions some sections impact heavily on breeders in general and puppy mill operators in particular.

Since publication of our study/model law, we've received considerable positive reaction from ISAR supporters and others who understand the nature of the overpopulation problem, and grasp why ISAR's solution has merit.

Yet, apparently not everyone understands what we're trying to accomplish.

ISAR has recently received the following comment, reproduced below in its entirety.

I read your puppy mill book and there is no way I can support your group's extreme, government imposed goals which sounds ultimately like dog extinction. In reality, there is the very real potential to turn people against more moderate and constructive solutions by association with your solutions. I can't speak for the rest of the people in our Rescue.

The "Rescue" to which the writer refers, according to its website, is a "a licensed 501(c)(3) non-profit corporation dedicated to saving the lives of dogs and cats."

If that's true, and we assume it is, it should be unnecessary for us to point out that a major way to save the lives of dogs and cats is through the kind of breeder and other restrictions the ISAR model statute proposes.

ISAR doesn't hide from the characterization "extreme," nor from the fact that amelioration of the overpopulation problem rests at least in part on the power of government.

While ISAR respects the important, usually very difficult work, of rescue groups, they need to understand that laws such as that proposed by ISAR will go a long way to making their work easier.

**Order ISAR's Complimentary International Homeless Animals' Day®  
2010 Candlelight Vigil Packet Today!**



(Members of Cats Angels Inc. SPCA of Florida during their annual International Homeless Animals' Day pet walk and candlelight vigil event.)

Since 1992, ISAR has reserved the third Saturday of August to commemorate International Homeless Animals' Day and Candlelight Vigils in a worldwide effort to raise awareness of the pet overpopulation epidemic and its simple solution to spay/neuter.

ISAR's International Homeless Animals' Day and Candlelight Vigils are so successful, in fact, that as a direct result of this worldwide effort, countless shelter animals find permanent and loving homes and many spay/neuter surgeries are performed.

Individuals and organizations wishing to organize an International Homeless Animals' Day and Candlelight Vigil observance on August 21, 2010 can contact ISAR by mail, phone, fax or [email](#) to receive our 34 page, downloadable candlelight vigil packet. Our vigil packet includes guidelines for organizing a successful vigil event with tips on site selection, suggestions for speakers and vigil events, reaching target audiences, poems, songs, sample press releases and more!

In addition to ISAR's downloadable vigil packet, you will receive through the U.S.

Postal Service, our International Homeless Animals' Day posters to advertise your event, Proclamations to be signed by your governor and mayor declaring August 21, 2010 as International Homeless Animals' Day, coloring sheets and more. ISAR will also guarantee advertisement of your organization's event to thousands of people on ISAR's website, [www.isaronline.org](http://www.isaronline.org), as well as promotion on ISAR's online communities including Facebook and Myspace.

We welcome, and greatly need, all the support that you can give us.

Together, we will continue to be a strong voice for the animals.