



**News release
11th August 2006**

‘Securing our Future Appeal’ is launched by Leicester and Leicestershire Animal Aid Association

Today, Leicester and Leicestershire Animal Aid Association have launched its ‘Securing Our Future appeal’ to help address the ongoing financial challenges the centre faces and keep the centre open. The appeal is simple, to ask people to support the charity by setting up a regular standing order for as little as £3 per month or making any donation they can afford.

Keely Short, General Manager at LAA says “Thanks to the overwhelming response and generosity from the local community, businesses, schools, LAA members, volunteers and supporters to our crisis appeal last year, we have been able to keep the centre open for its 50th year. It is important that we now generate sustainable income for the charity and our ‘Securing the future appeal’ is a key step in achieving this to ensure we are around for another 50 years”.

“We are hosting our annual family fun day on Sunday 20th August at Huncote and I would encourage you to come along to support the event, meet the team and animals and find out you can help the appeal in other ways such as sparing some time to help with our campaign or simply getting involved with charity.”

Full details of the appeal can be found at our website www.leicesteranimalaid.co.uk or by telephoning the centre on 01455 888257.

Ends

Notes to the editor

LAA receives no Government funding and is solely reliant on the kind donations of money, food and the services of its volunteers. LAA is now celebrating its 50th year after facing financial crisis in 2005 and is dedicated to providing shelter, care and loving homes to rescued dogs and cats.