

# AMIGOS DE LOS ANIMALES DE GUANAJUATO, A.C.



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[www.amigosanimalesgto.org](http://www.amigosanimalesgto.org)

## In this issue:

Our bus ads are a hit! . . . 1

112 animals sterilized during our November campaign . . . 4

Nochebuenas from Amigos brighten the holidays . . . 5

Our wish for the New Year . . . 5

Recent donations and support . . . 6

## Our Bus Ads Are a Hit!



We know from various sources that our ads on three city buses and in two public parking garages are getting a lot of favorable attention. But we were unprepared for the highest compliment of all: a request last month from the Secretariat of Health for the State of Guanajuato for permission to send photos of the ads to other health jurisdictions in the state and to health officials at the federal level, as a model for their use throughout Mexico.

We are delighted to make copies of our ads available to the Mexican state and federal authorities and to animal-welfare groups in other cities so that they can use them too. We ask only that they send us photos of their own versions of the ads.

The ads encourage members of the public to treat

their dogs and cats with respect and to report cases of abuse to the authorities. The ads appear not only on the backs of the buses, but also on marquees inside them. We estimate that about 10,000 people see each ad every day.

To date, 13 ads have appeared. Each includes a photograph and a brief message, followed by our name and website. An Amigos board member designed the ads. Each ad runs for three months. The three buses have separate routes, and one bus has no set route. The owner of the buses, Ernesto Puga Serafín, gave Amigos a discount from his usual commercial rate.

The ad campaign was made possible initially by a grant from the Alice Morgan Wright–Edith J. Good Trust of Gaithersburg, Maryland, U.S.A. Recently we

received an anonymous donation that has enabled us to expand the series, buy spots on a local TV station, place ads in several local newspapers, and reproduce educational materials for local dissemination. We are

very grateful to both donors and to Sr. Puga for making it possible for us to expand our public education program in such an effective way.

Here are some of the recent ads.



**Los perros son animales sociales.**

**Necesitan nuestra compañía.**

AMIGOS DE LOS ANIMALES  
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This ad states: "Dogs are social animals. They need our company." The boy shown with his dog here is the grandson of one of our board members. The bus carrying the ad travels on one of the city's major streets.



**Invita a tu perrito dentro de tu hogar.**

**Es parte de tu familia.**

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"Invite your dog into your home. He's part of the family." Again, the ad shows a rescued dog, this time in the arms of an Amigos board member, who adopted him.



**Él puede embarazar a 7 perras en un día.  
Sé responsable.  
Esteriliza a tus perros.**

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“He can impregnate 7 female dogs in one day. Be responsible. Sterilize your male dogs.” Actually, the dog shown in this ad *is* sterilized, although he likes to think he is not.



**Una perrita con sarna puede ser tratada y ponerse sana.**

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“A dog with mange can be made healthy with medicine—not with motor oil,” motor oil being a common folk remedy that only makes the diseased animals more miserable. The puppy shown in this ad was rescued by an Amigos volunteer and, after being successfully treated for mange, was adopted by a family in Canada, thanks to the efforts of the group Mex-Can Pet Partners.



**¿Por qué me compras sólo para tirarme?  
NO abandones a tus mascotas.**

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“Why do you buy me, only to throw me away? Do NOT abandon your pets.”



The ad on the left encourages readers to “Denounce organized dog fights to the Animal Control Center (tel. 733-4839). Your report will be confidential.” The two ads appear in a major parking garage.

## 112 Animals Sterilized during Our November Campaign

A team of Amigos volunteers conducted our third campaign of the year on the weekend of November 12–13, sterilizing 112 dogs and cats — 53 female dogs, 7 male dogs, 38 female cats, and 14 male cats. The campaign was held in two classrooms at the primary school Maestro Justo Sierra in El Encino, a Guanajuato City neighborhood. Six veterinarians from Guanajuato, two from León, and three from the United States participated in the campaign with support from members of the community, including several students from

Guanajuato’s Official Preparatory High School.

This was our 29th campaign offering this important service to pet owners unable to afford veterinarians’ usual charges for the surgery. While pet owners waited for their animals to be sterilized, volunteers talked with them about the appropriate care of their animals and held a rummage sale to help pay for our sterilization and rescue activities. Two families and a local Bed & Breakfast hosted the foreign vets, and volunteers from the hostel of the General Hospital provided lunch to our volunteers on both days.



*Veterinarians Nicole Eaton (foreground) and Lori Bierbrier from the US operating*



*Dogs in the recovery unit*

We learned with sadness after the campaign that a female dog that had been treated for internal bleeding after undergoing the surgery died the following night. Although pet owners are warned of the risks of the procedure, we make every effort to ensure that animals are given the best care during our campaigns.

We are grateful to the veterinarians Manuel Elías, María Eugenia Herrera, Felipe Manríquez, Miguel Ochoa, Juan Manuel Rayas, and Moisés Rivera of Guanajuato, Juan Ortiz and Raul Saenz of León, and Lori Bierbrier, Nicole Eaton, Marsha Heinke of the United States for offering their professional services to Amigos for the campaign. We also thank the director and teachers of Maestro Justo Sierra for allowing us to use their school, and we express our warm appreciation to the volunteers who assisted with publicity, preparation of the classrooms, registration, anesthesia, surgery, and recovery. A complete list of volunteers appears at the end of this newsletter.

## Nochebuenas from Amigos Brighten the Holidays

For the second year in a row we have sold potted *nochebuenas* (poinsettias) to individuals and businesses in Guanajuato during the holiday season. The large plants, which are decorated with foil and ribbon, make great gifts as well as attractive decorations for the home



*Nochebuenas ready for loading in volunteers' vehicles*

and beautiful, long-lasting additions to the garden. Our price again this year was 80 pesos (US \$6) apiece, and proceeds from sales support our spay/neuter, rescue, and public-education activities.

Demand for the plants has been growing. This year we sold 290 plants, about 100 more than last year. Amigos volunteers brought the plants from a nursery to the city, wrapped them in foil paper, tied a ribbon around each pot, and delivered the plants to several locations where the purchasers could pick them up either before Thanksgiving or in early December.



*Volunteers Nan Niemala, Lalo Rodriguez, and Marion Pritchard gift-wrapping the pots*

We plan to make this an annual event and look forward to selling even more *nochebuenas* next year.

## Our Wish for the New Year

We wish you—and all other critters—enough food to eat, good health, a safe home, loyal companions, and kindness from strangers. We also hope you will renew your membership in Amigos if you have not done so recently, so that we can make this wish a reality for more dogs and cats in the municipality Guanajuato, Mexico.



## Recent Donations and Support

**W**e depend upon the donations we receive from our supporters to provide services to the community. Our sincere thanks go to the following donors and volunteers for their recent support:

**Best friends:** Sandra Ward in memory of Alejandro García, Louise Lander, and Lola Davis

**Benefactors:** Mariana Grobet, Nancy Hager, Joan Romero Hicks, Ron Mann

**Family members:** John Konjevich

**Individual members:** Virginie Pautrat

**Business members and donors of professional services:** Julián Gaxiola, attorney; María del Carmen Nieto Vega, notary; Edward Schiff, attorney; Victor Weaver, graphic designer

**Donors-in-kind:** Anonymous donor, Lori Bierbrier, Madeline Eaton, Nicole Eaton, Eduardo López Goerne (Albergue del Hospital General), Sandra Ward

**Hospitality:** Casa de Espíritus Alegres, Charles Huckabee and Terri Rasmussen, Ron Mann and Sandra Ward

**Other donations:** Anonymous donor, Todd and April Fell, Ken MacDonald, Catherine Miller, Marylou and Garland O'Day, Jim and Ruth Wornall

**Governmental and community support:** Animal Control Center of Guanajuato, International Airport of the Bajío, Urban Health Center of Guanajuato

**Volunteer veterinarians:** Lori Bierbrier, Nicole Eaton, Manuel Elías, Marsha Heinke, Maru Herrera, Felipe Manríquez, Miguel Ochoa, Juan Ortiz, Juan Manuel Rayas, Moisés Rivera, Raul Saenz

**Other volunteers:** Paty Almanza, Guille Amézquita, Sharon Anton, Ruby Bartolo, Stephen Carew, Marlene Davis, Madeline Eaton, Max Eaton, Andrés Elías León, Gustavo García, Verónica Mares, Citlalli Magali Murrieta Landeros, Anne-Marie Napoli, Caroline

Napoli, Nan Niemala, Dennis Hiram Olvera González, Alejandra Pérez Martínez, Marion Pritchard, Terri Rasmussen, Tom Reavley, Alejandra Rodríguez, Ana Gabriela Rodríguez Ibarra, Eduardo Rodríguez, Laura Edith Rodríguez Rodríguez, Cinthya Rosiles Bejarano, Christina Rud, Soleil Saboor, Gilberto Salazar, Julia Salido, Alma Silva, July Silva, Melissa Paola Silva Lona, Kathy Snelling, Santos Soto, Juan Jesús Vargas, Sandra Ward, Victor Weaver

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