

**ANIMAL
RESCUE
LEAGUE
of BOSTON**



*****NEWS RELEASE/PHOTO OP*****

CONTACT:

Mike DeFina, Media Relations Officer

(617) 293-3530

mdefina@arlboston.org

FOR RELEASE ON:

July 2, 2019

ARL Launches Annual Summer Safety Campaign

When temperatures rise – it's Too Hot for Spot®

For a sixth straight year, the Animal Rescue League of Boston (ARL) is launching its Too Hot for Spot® campaign, a pet safety initiative warning pet owners of the dangers and potential legal implications of leaving an animal in a hot car.

ARL will be hosting a vehicle demonstration at its Boston Animal Care and Adoption Center (10 Chandler St., Boston) on **Tuesday, July 2, at 12:30 p.m.** We invite members of the media to help spread this important safety message.

Even with outside temperatures below 80 degrees, the temperature inside a vehicle can reach well over 100 degrees in a matter of minutes, leaving animals susceptible to deadly heat stroke – even with the windows cracked.

Animals do not sweat like humans do and are unable to cool themselves efficiently in such conditions. Leaving an animal in a vehicle in either extreme hot or cold conditions is against the law in Massachusetts and there are also provisions in place for ordinary citizens to take life-saving actions when an animal is in jeopardy.

As part of this annual campaign, ARL would also like to thank IBEW Local 103 and MassDOT for generously donating billboard space to help inform the public.

Click [here](#) for more information on the campaign, the law and the dangers of heat stroke and remember, when the temperatures rise – it's Too Hot for Spot®!

ABOUT THE ANIMAL RESCUE LEAGUE OF BOSTON:

The Animal Rescue League of Boston (ARL) is an unwavering champion for animals in need, committed to keeping them safe and healthy in habitats and homes. Founded in 1899, ARL provides high quality veterinary care, adoption, and rescue services; while also confronting the root causes of animal cruelty and neglect through innovative community programs, police investigations, and public advocacy. In 2018, ARL served 17,000 animals throughout Massachusetts. ARL is a non-profit 501(c)3 organization. We receive no government grants or public funding and rely solely on the generosity of individuals to support programs and services that help animals in need. For more information please visit us online at www.arlboston.org; and be sure to follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

###