

SUBJECT:

Exclusive update from Playa

PREVIEW:

Dogs and cats are safer now after Coco's Animal Welfare Event

HEADER:

We went the extra mile for Princesa

EMAIL:

Dear [donor],

You always go the extra mile for animals – and you inspire me to also.

That's why I thought you'd appreciate hearing that Coco's Animal Welfare's annual Sterilization and Community Education Event was another tremendous success this year.

It took a little extra effort. It always does. But it meant so much to the 1,069 animals we treated and cared for – especially Princesa.

She was suffering from a tick-borne disease when she came into the clinic, and after surgery she was still too sick to go home ...

So I took her into my own home and cared for her through the night, and then reunited her with her grateful owner in the morning.

I was happy to go the extra mile for an animal in need like Princesa, just like I know you are always happy to as well.

And I can tell you that the dogs and cats in Playa del Carmen, Mexico are so much safer now from diseases, puppy abandonment and other threats they face.

This past Saturday, the animals of Playa's communities and their loving owners began streaming into Coco's Animal Welfare's annual Sterilization and Community Education Event.

From August 11 to August 15, I worked with a team of local veterinarians, authorities and volunteers to provide spay and neuter services for over 1,000 dogs and cats.

Every precaution was taken to help these animals make a speedy recovery – including use of anesthesia machines to ensure the animals were safe during the anesthesia and help them recover faster.

Some of the dogs and cats that arrive at our clinics are suffering badly from skin conditions and other medical issues. Of course, we do everything we can to help them – including free treatment for mange and treatment of other health conditions we can provide immediate assistance with.

These services are absolutely crucial for the health of Playa's animal populations, and help to drastically reduce the spread of diseases among them.

And just as importantly, the services are also helping to **prevent the abandonment of unwanted puppies** – like Lalo and Luna – who could have perished on the streets if not for our immediate-response rescue last year.

This year's event served as a ground-breaking community education opportunity that is empowering the people of Playa del Carmen to create their own life-saving solutions for animals.

Over the 5-day event, we offered guidance and educational materials on proper guardianship of pets and emergency response education which will help to ensure that pet owners can keep their pets as safe as possible when a natural disaster strikes.

For years, supporters like you have played a critical role in helping us build trust in the communities we support – in Playa del Carmen and all over the world ...

Coco's annual Sterilization and Community Education Event is just one example of how **animals and people can thrive together**. And it shows how much we're able to accomplish when we create **innovative solutions** for communities with animals in need.

Thank you for all you do for the animals – and for making this year's Sterilization and Community Education Event such a ground-breaking success.

Gratefully yours for the animals,

Erika Flores
IFAW Veterinarian