

# Press release



## Upcoming National Demonstration Against Berger Blanc

For immediate release

### Almost a year since *Berger Blanc Cruelty*.

Ottawa - March 27, 2012. On the dawn of the first anniversary of the broadcast by Radio-Canada on April 21, 2011 of the horrors perpetrated by Berger Blanc, SPA Canada invites the population to come at the Berger Blanc (9825 Henri-Bourassa Blvd E.) on **Saturday, April 21, 2012 at 1 p.m.** in order to denounce the "city's masquerade." "We invite the population to respond to this appeal en masse," states Gabriel Villeneuve, campaign coordinator.

The demonstration, which will take the form of a "false" carnival, will be spectacular:

- Fire-spitters will be burning pound contracts;
- Jugglers will juggle with pets medals of the City;
- Sad clowns;
- Percussion groups;
- Jappie, SPA Canada's mascot;
- SPA Canada's spokespersons for the campaign against Berger Blanc will include: **Patricia Tulasne, Joëlle Morin, Jacques Godin, Marc-André Labrosse** and others to be confirmed.

With this rally, SPA Canada wants to remind the elected representatives that the private pound responsible for the tortures is still open and that the cruel practices that were denounced by Radio-Canada's broadcast "Mauvais Berger" (for which an SPA investigator infiltrated the pound for 6 weeks) are still recent events that the population has not forgotten! The complete broadcast is still available at [www.bergerblancrcruaute.com](http://www.bergerblancrcruaute.com).

Even if Berger Blanc remains open, SPA Canada considers that the campaign that it has been leading for almost a year now (April 21, 2011, day of the broadcast of Enquête) has been very successful so far. Among the emerging positive results is the fact that the population is increasingly aware of the problem of pet overpopulation and the way the province treats abandoned animals. Berger Blanc has closed its Laval premises and only its Montreal branch remains open. The revocation of the contracts of many towns

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and boroughs with the pound at fault, including the boroughs of Rosemont, Mount-Royal, Côte-des-Neiges, Notre-Dame-de-Grâce, as well as the town of Terrebonne, speaks volumes. In addition, Rosemont-Petite-Patrie has adopted a by-law which prohibits any animal establishments from operating on its territory. This was done in order to solve the problem of pet overpopulation and to counter the phenomenon of compulsive buying of pets which in many cases leads to animals ending up in pounds. The town of Gatineau is also working on drafting a bill within the same lines.

The cities of Montreal and Laval intend to eventually put in place non-profit animal centres which will be run by the municipalities and which will feature low-cost sterilization clinics. According to Mr Villeneuve, the announcement of the mayor Mr. Tremblay on the future creation of such a centre represents a step in the right direction but is far from being enough to respond to the expectations of the population, SPA Canada and its supporters. "Only a fraction of the abandoned animals on the territory of Montreal will pass through this centre and Berger Blanc will continue to work despite the fact that the citizens have completely lost trust in it," emphasizes Mr Villeneuve. "The citizens do not want a profit-making company which will only "control" the animal population instead of taking care of the stray animals. Berger Blanc does not have a mandate to educate the population. It does not sterilize its animals nor does it microchip them," adds Mr Villeneuve.

It is for these reasons that SPA Canada will assemble again on April 21, at 1 p.m. and will attract as many participants as possible. This national demonstration is an event for the whole family, including four-legged friends who enjoy big crowds. Participants in the demonstration are invited to dress up as 'sad clowns' to express their indignation about the inaction and pretence by our elected representatives. For too long they have turned a blind eye to the urgency of closing down all for-profit pounds.

For more detailed information, you can visit [www.spacanada.org](http://www.spacanada.org) as well as [www.bergerblanccruaute.com](http://www.bergerblanccruaute.com). A flyer on the demonstration is also available on [www.facebook.com/events/117133205079218/](https://www.facebook.com/events/117133205079218/).

SPA Canada will be happy to grant media interviews.

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