



SAN FRANCISCO
SPCA

MEDIA RELEASE

PUBLIC SERVICE ANNOUNCEMENT

11-07-2017

1700 Hrs.

**For Immediate Release PST
Lt. Jonathan Baxter 415-558-3404(D)
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SAN FRANCISCO SPCA DONATES 70 ANIMAL RESUSCITATION KITS TO THE SAN FRANCISCO FIRE DEPARTMENT

The San Francisco Fire Department is proud to partner with the San Francisco SPCA in the “WAG-N- O2 fur Life” project. Animals are prone to respiratory injuries caused by smoke inhalation during a fire. This program will enable a wide range of animals, but in particular canines, to receive immediate and life-saving care in the aftermath of a fire.

Susan Atherton, a Board Member of the SF SPCA, has donated seventy “WAG-N- O2 fur Life” kits to the Department. These kits contain snout-shaped oxygen masks to fit small, medium, and large-sized animals. These masks will be placed on all of the Department’s ambulances and Paramedic Supervisor units.

A media opportunity with the SF SPCA and the San Francisco Fire Department will be held on 11-15-2017, where the SF SPCA will gift the mask kits to the Fire Department.

WHO: SFFD EMS CHIEF Andy Zanoff
SFFD PIO Lt. Jonathan Baxter
SF SPCA Krista Maloney, Media Relations Manager
SF SPCA, Dr. Jena Valdez, Medical Director, Prevention Programs

VISUALS: K9s will be present in the backdrop for this event

DATE: 11-15-2017

TIME: 11 a.m.

LOCATION: San Francisco SPCA Gerald Building, [250 Florida Street, San Francisco CA 94103](https://www.sfsPCA.org/250-Florida-Street)

“Smoke inhalation can pose a serious threat to animals who are pulled from burning buildings,” said Dr. Jena Valdez, Medical Director of the SF SPCA’s Prevention Programs. “The oxygen masks that we’re donating will help San Francisco’s Firefighters, EMT’s and Paramedics perform their incredible lifesaving work. We hope our partnership with the SFFD will help make San Francisco safer for pets and their guardians alike.”

“Our partnership with the San Francisco SPCA will enhance the service that we provide by enabling us to better care for all family members, including pets, in the event of a fire”, said Fire Chief Joanne Hayes-White. “Many thanks to the SF SPCA for all that they do for the benefit of animals.”

“The members of the San Francisco Fire Department administer life-saving care and treatment to those suffering from respiratory injuries sustained in fires. Dogs, cats, and other animals are just as susceptible to smoke inhalation, as are their owners and family members. By partnering with the SPCA and the WAG N O2 program, we hope to expand our treatment application, not just to human patients, but also to their pets,” said Assistant Deputy Chief of EMS, Andy Zanoff.
