



FOR IMMEDIATE RELEASE  
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**CONSUMER ALERT #3--SEPTEMBER**  
**GETTING THE WORD OUT ABOUT ANIMAL WELFARE APPROVED**  
**ANIMAL WELFARE APPROVED LAUNCHES "ADVOCATES FOR AWA"**

**WASHINGTON, DC**—Animal Welfare Approved, the one independent label for meat, dairy and eggs that means healthy, safe, environmentally responsible and humanely raised, is calling on its supporters and would-be supporters to help get the word out about Animal Welfare Approved (AWA) farmers and the products they produce. AWA is pleased to announce the formation of Advocates for AWA, a group of consumers concerned with getting out the word about high-welfare meat, dairy and egg products.

"We hear from quite a few people who ask how they can help promote our farmers and program," says Program Director Andrew Gunther. "Since we can't be everywhere at once, it's tremendously helpful to have people on the ground in different communities, spreading the word. We are excited to launch Advocates for AWA and look forward to working with the membership."

In addition to supporting Animal Welfare Approved by becoming a fan on Facebook and following Animal Welfare Approved on Twitter, Advocates for AWA can reach out to farmers at their farmers' markets, speak with grocery stores and restaurants about carrying Animal Welfare Approved products, and bring Animal Welfare Approved materials to local food and farming events.

"We look forward to building this program for our supporters," Gunther noted. "We are eager to develop an engaged and energetic coalition of Animal Welfare Approved advocates."

It's easy to sign up for Advocates for AWA. Simply visit [www.AnimalWelfareApproved.org](http://www.AnimalWelfareApproved.org), join the email list and check the box that says, "Please send information about ways I can help Animal Welfare Approved spread the word by joining Advocates for AWA" and you will be sent a welcome kit.

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*Animal Welfare Approved is the one independent food label that means healthy, safe, environmentally responsible and humanely raised. The program certifies family farmers who raise their animals with high welfare, and was recently lauded by the World Society for the Protection of Animals as having the highest animal welfare standards of any third party certifier in the US. Animal Welfare Approved is*

A PROGRAM OF THE ANIMAL WELFARE INSTITUTE

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*"setting the standard for how farm animals should be taken care of," according to Robert. F. Kennedy, Jr. When you can't visit the farm, Animal Welfare Approved is the eyes and ears of the conscientious consumer.*