



# Born Free USA

United with

## Animal Protection Institute

17,544	UNIVERSE (Last 24)	\$90/M
5,416	Last 6, \$5+	+\$15/M
5,327	Last 6, \$10+	+\$20/M
10,135	Last 12, \$5+	+\$15/M
9,746	Last 12, \$10+	+\$10/M

Born Free USA united with Animal Protection Institute is a national animal advocacy non-profit dedicating their lives to save animals from cruelty and exploitation. BFUSA/API focuses their efforts on protecting animals from suffering in fur farms and circus cages through legislation, public education, litigation and grassroots networking. They also work actively with media to spread the word about challenges facing animals. Their primary campaign areas currently include animals used in entertainment, captive exotic animals, trapping & fur, and the international wildlife trade.

The Born Free USA Primate Sanctuary, located in Dilley, Texas, offers more than 500 primates, many of whom were rescued from abusive situations in laboratories, roadside zoos, and private possession, life in as natural an environment as possible with minimal human interference.

These donors respond to organizations dedicated to animal rights/ advocacy as well as the environment.

USAGE (Updated 12/2/09):

- |  |  |
|--|--|
| Alley Cat Allies                           | Louisiana SPCA                         |
| ANACAPA Fund                               | National Anti-Vivisection Society      |
| Animal Place                               | National Humane Education Foundation   |
| Animal's Angels, Inc.                      | Natural Resources Defense Council      |
| ASPCA                                      | Noah's Lost Ark Animal Sanctuary       |
| California Wolf Center                     | Ocean Conservancy                      |
| Castleton Ranch Horse Rescue               | Orphan Acres, Inc.                     |
| Dedication and Everlasting Love to Animals | Peaceful Valley Donkey Rescue          |
| Defenders of Wildlife                      | Performing Animal Welfare Society      |
| Doris Day Animal League                    | PETA Foundation                        |
| Farm Sanctuary                             | Physicians Committee for Responsible   |
| Front Range Equine Rescue                  | Medicine                               |
| Fund for Animals                           | Priderock Wildlife Refuge              |
| HSUS Protection for Farm Animals           | ROAR – Rescue Operation for Animals on |
| Humane Society International               | the Reservation                        |
| Humane Society Legislative Fund            | SPCA International                     |
| Humane Society of the United States        | The Nature Conservancy                 |
| Keepers of the Wild                        | Tiger Haven                            |
| Lifesavers Horse Rescue                    | Washington Animal Rescue League        |
|  | World Wildlife Fund                    |

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100% Direct Mail  
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LAST UPDATE:  
November 2009

NEXT UPDATE:  
May 2010

AVERAGE GIFT  
\$22.00

ADDITIONAL CHARGES:

Last 6	\$10/M
Last 12	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender	\$7/M
Delivery	\$50/F
Non-Reciprocal	\$20/M

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