

# Big News!



## **NEAVS announces major rebrand as Rise for Animals, with a revolutionary goal and new ways to end animal experimentation**

**The New England Anti-Vivisection Society (NEAVS), a trailblazing organization freeing animals from torture in labs since 1895, today announces a complete rebrand as Rise for Animals.**

Rise for Animals is much more than a new name. It's a call to action that will fundamentally change and speed up the movement to end animal testing in the United States.

**Rise for Animals is a national animal rights organization on a mission to end animal experimentation in our lifetime. With the support of people like you, we save animals from torture in labs while advocating for more innovative, humane, and effective research alternatives.**

Unveiling Rise for Animals, Executive Director Nathan Herschler paid tribute to the generations of supporters who paved the way for historic victories for animals.

"We are carrying forward the torch for everyone who fought to end the use of chimpanzees in research in our country. For the dedicated supporters like you who shut down our government's kitten-killing experiments," said Herschler. "We are proud of NEAVS's incredible history—over one hundred years of progress for animals. But we are also impatient. Animal experimentation is barbaric and outdated. It has to end with us. That's our pledge as Rise for Animals. We are committed to putting ourselves out of business, so the work we do is obsolete one hundred years from now. Enough is enough."

Rise for Animals' revolutionary mission—to end the use of animal experimentation in our lifetime—is just one of today's big reveals. Here are some other significant developments:

### **[riseforanimals.org](http://riseforanimals.org)**

More actions you can take for animals. More ways to make connections and mobilize our movement. [Riseforanimals.org](http://Riseforanimals.org) is unleashed!

### **ARLO: First-of-Its-Kind Database (Coming Soon)**

We've made it easy for you to get your hands on more exclusive records of animal abuse from inside labs than another other time in history. Stay tuned for the launch of ARLO, the Animal Research Laboratory Overview, in the coming weeks.

### **Replacing Animal Experimentation through Technology**

Rise for Animals is fueling the brightest minds to save the lives of animals and people by pioneering the establishment of the [Center for Contemporary Sciences](#).

Rise for Animals is the next frontier of the animal rights movement. Through our unstoppable spirit, resolve, and love, we will end animal experimentation in our lifetime. Join us.

[riseforanimals.org](http://riseforanimals.org)

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Press Contact:  
Ed Butler, Director of Fundraising & Communications  
[ed@riseforanimals.org](mailto:ed@riseforanimals.org)  
617.523.6020, ext. 850

# **Rise for Animals.**