

For Immediate Release, September 8, 2021

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Billboards Urge Angelenos to Seek Alternatives to Deadly Rodent Poisons

LOS ANGELES COUNTY, *Calif.*—The debut of two new billboards targeting English and Spanish speaking Angelenos communicates a stark message: rodents aren't the only ones poisoned by rat poison.

Cities Against Rat Poisons (C.A.R.P.) is the coalition of people, organizations, and groups committed to raising awareness about poison free alternatives to deadly rodenticides, inspiring this critical outreach campaign. Starting September 8th, the billboards will be featured near the corners of Corbin & Nordhoff in Northridge and Sunset & Hobart in Los Feliz.

“Rodenticides harm children, pets, and countless wild animals across the United States, but the problem of non-target poisoning is greatest in megacities like LA. Wild predators native to California such as cougars, bears, coyotes, bobcats, foxes, hawks, and owls are increasingly common victims of rodenticides because rat poisons move through the food chain,” says Kian Schulman, Founder and Director of Poison Free Malibu.

“LA cougars are candidates under the California Endangered Species Act, with the final vote to be decided by the Fish and Game Commission later this year, with rodent poisons identified as one of the key threats for this subpopulation,” says Korinna Domingo, Founder and Director of the Cougar Conservancy.

The timely release of the billboards will give passersby an opportunity to reflect on the threat poisons pose to us, our pets, and local wildlife. The goal of these billboards is to connect as many Angelenos as possible with educational opportunities and resources that empower people to generate sustainable change in their communities and beyond by transitioning to poison free rodent management practices.

“Currently, there is only a temporary ban on some of the most harmful poisons, such as second generation anticoagulant rodenticides,” says Carolyn Trocino, Founder and Director of Poison Free Agoura. “But many other poison compounds are still commercially available and widely used such as first generation anticoagulants and neurotoxins.”

C.A.R.P. is committed to nurturing individual understanding, and community-wide responsibility for safeguarding the environment from poisons so that Angelenos can support one another and help make our world a better place. C.A.R.P. reminds us that only together can we devise robust strategies that enable our communities to break the poison chain.

#BreakThePoisonChain

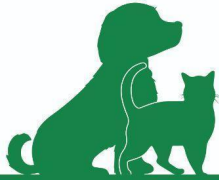
C.A.R.P.'s mission is to provide leaders with the tools they need to inspire members of their communities to use alternatives to rodent poisons.

Poison Free Agoura's mission is to provide education to members of our community and help them identify safe alternatives to rodent poisons.

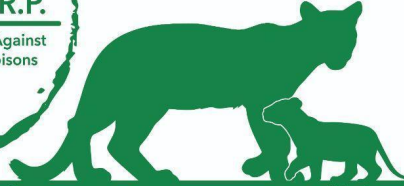
Poison Free Malibu's mission is to educate the public about the problems with pesticides, how they affect the wildlife food web and our total environment, and to offer viable solutions.

The Cougar Conservancy's mission is to reduce human-wildlife conflict and conserve cougar populations through science-based management and conservation.

**Rodents Aren't The
Only Ones**



**Poisoned By
Rat Poison.**



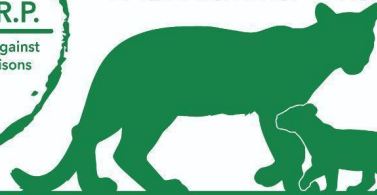
CitiesAgainstRatPoisons.com

Paid for by L.A. County Supervisor,
Sheila Kuehl

**Los Roedores No
Son Los Únicos**



**Envenenados Por
Veneno De Ratas.**



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Billboard design by Silvia Berg

Billboards: <https://www.flickr.com/photos/147187267@N03/albums/72157719804780090>

Organization web links

www.CitiesAgainstRatPoisons.com
www.PoisonFreeAgoura.com
www.PoisonFreeMalibu.org
www.CougarConservancy.org

**Cougar Conservancy | cougarconservancy.org
Call the Cougar Conflict Hotline 1-800-930-1087**