



**FOR IMMEDIATE RELEASE**

**Media Contact:**

[NAME]

SHELTER LOGO HERE

[PHONE]

[EMAIL]

**[SHELTER NAME] INVITES PET LOVERS TO HELP ON**

**“ANIMAL SHELTER NATIONAL DAY OF SERVICE” - APRIL 14, 2019**

[CITY, STATE] – [DATE] – It’s been 150 years since America’s First Animal Shelter™ was founded, launching the sheltering and adoptions movement in our nation of pet lovers! To mark this meaningful anniversary, shelters across America are joining together for the first “Animal Shelter National Day of Service,” inviting their local communities to help them celebrate by showing their support. From adopting a shelter pet to donating supplies, raising funds, volunteering, or sharing social media posts, there are a multitude of ways community members can give back in support of the lifesaving work of their local shelters.

[SHELTER NAME], located at [STREET ADDRESS, CITY, STATE] is participating in this nationwide initiative. During the week of April 8-14, pet lovers and animal advocates throughout the community are asked to support [SHELTER NAME] and the animals under their care through an act of kindness big or small.

Examples of some of the most common ways shelters depend upon the public for support are listed below. [SHELTER NAME] asks anyone interested in participating to visit their website at [WEBSITE ADDRESS] or call [PHONE NUMBER] to learn about their priority needs and how you can have the greatest positive impact.

1. **Adopt a Pet**

The most impactful way to make a difference on April 14th is by adopting a pet on or near April 14, 2019. Adopters can step forward to open their hearts and homes that will lift the burden off shelters to save lives of pets.

1. **Foster a Pet**

For those people who can’t make a permanent commitment through adoption, fostering also makes a huge difference for animal shelters, helping to free up limited space, while providing foster pets a healthy break from the stress of the shelter environment.

1. **Volunteer**

Often under the constraints of limited funds, resources and staff, many shelters depend upon the work, time and dedication of volunteers in their community for animal care, cleaning, office duties and other daily tasks.

1. **Donate Money**

The majority of animal shelters receive no federal, state or local government funding. They rely solely on the financial support of the citizens in their community to care for animals and keep their facility open.

1. **Donate Supplies**

Donating vital supplies necessary for the daily operation of the shelter is another meaningful way to help. Commonly needed items include food, treats, kitty litter, towels and detergent.

1. **Organize a Party, a Fundraising Event or Collection Drive**

Holding an animal-themed party, holiday collection drive or other organized festivities with friends, family or coworkers can be a way to socialize, promote teamwork and have fun in support of a cause everyone cares about. Involve the kids and ask them to participate in Story Tails by reading to their pets or pets at a local shelter.

1. **Spread the Word**

Help to promote the great work your local shelter does for the animals in your community. Follow them on social media and invite friends and family to do the same. Engage by sharing, commenting and ultimately inspiring more adopters and donors to support your shelter.

1. **Advocate**

Become educated about the track record on animal welfare of elected officials at the state and local levels. Rally their support for issues affecting animals and the organizations that work to help and protect them.

1. **Be a Responsible Pet Owner**

Help animals while lightening the burdens of a local shelter, by being a responsible pet owner. The most significant way to prevent overpopulation of unwanted animals in shelters is by having pets spayed or neutered and microchipped.

1. **Say Thank You**

Working or volunteering at an animal shelter is not always the easiest job, but for many, it is a labor of love that can often come with few rewards. Taking a moment to express gratitude is a simple, but truly meaningful gesture of kindness for those on the front lines.

**About [SHELTER NAME]:**

[ONE-TWO PARAGRAPH BOILER PLATE ABOUT YOUR SHELTER]

**About “Animal Shelter National Day of Service”**

The “Animal Shelter National Day of Service” was established by Women’s Animal Center, America’s First Animal Shelter™, in 2019 to mark the 150th Anniversary of the nation’s sheltering and adoptions movement, and to rally support for the lifesaving work of an estimated 3,500 shelters currently operating from coast to coast.

Women’s Animal Center was established in Philadelphia, Pennsylvania on April 14, 1869, when thirty compassionate yet determined women joined forces to change the way society thought about and treated the cats and dogs who shared their lives. As their first order of business, they took over the City Pound and repurposed it as the first facility in the United States for sheltering and rehoming animals. Although it would be more than fifty years before women would even earn the right to vote, the pioneering founders of Women’s Animal Center ultimately forged the path for animal welfare in America. Today, Women’s Animal Center sustains its generations-long mission to provide shelter, care and new homes for thousands of animals in need each and every year, for 150 years and counting. For more information, visit [womensanimalcenter.org](http://www.womensanimalcenter.org).