**Template News Release for Recipients of Disaster Response Grants**

**Logo, company name

Description automatically generated**

INSERT YOUR ORGANIZATION’S LOGO HERE

**NEWS RELEASE**  
For Immediate Release

**<<ORGANIZATION NAME>> TO HELP <<INSERT CITY/TOWN>> WITH DISASTER RESPONSE WITH HELP OF** **<<$AMOUNT>> GRANT FROM PETSMART CHARITIES OF CANADA™**

**Month XX, 2022— CITY, PROVINCE** – In the wake of **<<** insert name or type of disaster>> that made a devastating impact on people and their pets,**<<** insert name of your organization>> has mobilized to provide rescue, relief, and recovery efforts. With a << $$ amount>> grant made immediately available by [PetSmart Charities of Canada](file:///\\FILESRV01\KIWILLIAMS\2022\PR\PARTNER%20TEMPLATE%20RELEASES\petsmartcharities.ca), <<organization name>> will aid impacted pets.

[Describe specific details of your program here. If known, please include the estimated number of pets in the community that will benefit from this program. Or, add a story about a pet your organization helped and the impact on the family. Add a picture if possible.]

Disaster response grants made by PetSmart Charities of Canada promote people and pets staying together during crises, when they need each other most. When people suffer during natural disasters, their pets often suffer too. As important members of the family, pets, too, have urgent needs for shelter, medical care, nutritious food, and social support.

[Insert a quote here about how your program/initiative will improve disaster response to help pets and people in need,” said <<insert name>>, <<insert title and organization name here>>. <<Your quote/organization/mission.>>]

“Insert quote from PetSmart Charities of Canada,” said <<insert name>>, at PetSmart Charities of Canada. “<<When you share your news release with PetSmart Charities of Canada for approval, we would be happy to provide a quote about your initiative for your press release.>>”

[Insert how members of the community can find out more information about your basic pet care services.]

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**About <<Organization Name>>**Insert a short paragraph here about your organization, its mission, and be sure to include your website and social media channels.

**About PetSmart Charities of Canada™**   
[PetSmart Charities of Canada](http://www.petsmartcharities.ca) is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in all PetSmart® stores across the country, PetSmart Charities of Canada helps thousands of pets connect with loving families each year. PetSmart Charities of Canada also provides grant funding to support organizations that advocate and care for the well-being of all pets and their families. Our grants and efforts connect pets with loving homes through adoption, improve access to affordable veterinary care and support families in times of crisis with access to food, shelter, and emergency relief. Each year, thousands of generous supporters help pets in need by donating to PetSmart Charities of Canada directly at PetSmartCharities.ca, while shopping at PetSmart.ca, and by using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities of Canada efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in Canada, granting more than $25 million since its inception in 1999. Independent from PetSmart LLC, PetSmart Charities of Canada is a registered Canadian charity. To learn more visit [www.PetSmartCharities.ca](https://c212.net/c/link/?t=0&l=en&o=3341021-1&h=1566458220&u=http%3A%2F%2Fwww.petsmartcharities.ca%2F&a=www.PetSmartCharities.ca).

Find PetSmart Canada & PetSmart Charities of Canada™ on:   
   
Facebook: [www.Facebook.com/PetSmartCanada](https://c212.net/c/link/?t=0&l=en&o=3341021-1&h=1087774261&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3244397-1%26h%3D2279325947%26u%3Dhttp%253A%252F%252Fwww.facebook.com%252FPetSmartCanada%26a%3Dwww.Facebook.com%252FPetSmartCanada&a=www.Facebook.com%2FPetSmartCanada)    
Instagram: [www.instagram.com/PetSmartCanada](https://c212.net/c/link/?t=0&l=en&o=3341021-1&h=3657891536&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3244397-1%26h%3D196140012%26u%3Dhttp%253A%252F%252Fwww.instagram.com%252FPetSmartCanada%26a%3Dwww.instagram.com%252FPetSmartCanada&a=www.instagram.com%2FPetSmartCanada)

**Media Contact:**Insert Your Organization’s 24-Hour PetSmart Charities  
contact information here Media Line: 623-587-2177  
(Whom the media should call   
if they want more information)  
Phone Number  
Email Address