Template News Release for Recipients of Improving Access to Care Grants

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INSERT YOUR ORGANIZATION’S LOGO HERE

**NEWS RELEASE**  
For Immediate Release

**<<ORGANIZATION NAME>> RECEIVES <<$AMOUNT>> GRANT FROM PETSMART CHARITIES® OF CANADA TO INCREASE ACCESS TO AFFORDABLE VETERINARY CARE IN <<INSERT CITY/TOWN>>**

**Month XX, 2019— CITY, PROV** – One of the most common reasons pets are surrendered to local shelters is the lack of affordable pet wellness, training and education programs. Due to cost and other barriers, pets in under-resourced communities often do not have access to basic veterinary care such as spay/neuter services, vaccinations, dental care and other medical and preventative care.

With a <<$amount>> grant from [PetSmart Charities of Canada](https://petsmartcharities.ca), <<organization name>> aims to support pets and pet parents in need of these services by providing <<describe details of your program here. If known, please include the estimated number of pets in the community that will benefit from this program.>>

“Insert a quote here about how your program/initiative will improve access to care and help pets and people in need,” said <<insert name>>, <<insert title and organization name here>>. <<Your quote should provide information about why providing affordable care is important to your region /organization/mission.>>

“Insert quote from PetSmart Charities of Canada,” said <<insert name>> from 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.>>”

Since 1999, through its partnership with more than 220 humane societies, SPCAs and pet rescues across Canada, PetSmart Charities of Canada has helped more than 300,000 pets to find loving homes via its in-store adoption program in over 140 PetSmart® stores. The leading funder of animal welfare has also donated more than $19 million to positively impact communities, to connect people and pets, to help preserve families and to improve access to veterinary care through initiatives like this with <organization name>.

<<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 finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together. Each year, more than 500,000 generous PetSmart shoppers help pets in need by donating to PetSmart Charities of Canada 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 a leading funder of animal welfare in Canada, granting more than $19 million since its inception in 1999. PetSmart Charities of Canada is a registered Canadian charity, a member of Imagine Canada and is independent from the PetSmart business in Canada. To learn more visit [www.petsmartcharities.ca](http://www.petsmartcharities.ca/)

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**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