Template News Release for Recipients of Adoption Prep Grants

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INSERT YOUR ORGANIZATION’S LOGO HERE

**NEWS RELEASE**
For Immediate Release

**[INSERT ORGANIZATION’S NAME] RECEIVES [GRANT AMOUNT] GRANT FROM PETSMART CHARITIES® TO HELP MORE HOMELESS PETS FIND HOMES IN [INSERT LOCATION]**

*[INSERT PURPOSE OR AWO’S GOAL OR COMMUNITY OFFER]*

**[CITY, STATE] – [DATE OF RELEASE]** – [INSERT ORGANIZATION’S NAME] has received a [INSERT VALUE] grant from [PetSmart Charities](http://www.petsmartcharities.org/) to help prepare more shelter pets in [INSERT LOCATION] for adoption and ensure they are ready to find loving homes. With the help of this grant, the organization will offer [INSERT PURPOSE OR GOAL] to support its efforts to help homeless pets find homes.

[SUMMARIZE PET OVERPOPULATION ISSUES IN THE COMMUNITY AND WHAT/HOW THE ORGANIZATION IS PLANNING TO USE THE GRANT].

<<“Insert a quote here about how your program/initiative will work to reduce pet homelessness,” said <<insert name>>, <<insert title and organization name here>>. <<Your quote should provide information about why this grant and the program it is supporting is important to your region /organization/mission.>>

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

Since 1994, through its partnership with nearly 4,000 humane societies, SPCAs and pet rescues across North America, PetSmart Charities has helped more than 9 million pets to find loving homes via its in-store adoption program in over 1,650 PetSmart® stores. The leading funder of animal welfare has also donated nearly $400 million to positively impact communities, to help preserve families, to improve access to veterinary care and to connect people and pets through initiatives like this with <<organization name>>.

[INSERT HOW MEMBERS OF THE COMMUNITY CAN FIND OUT MORE INFORMATION ABOUT PROGRAM/SERVICES].

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**About [INSERT ORGANIZATION]**

[INSERT ORGANIZATION’S BOILERPLATE]

**About PetSmart Charities®
ABOUT PETSMART CHARITIES®:**
PetSmart Charities, Inc. is committed to finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities helps to find forever homes and families for more than 500,000 shelter pets each year. PetSmart Charities also provides grant funding to nonprofits aligned with its mission. Each year, millions of generous PetSmart shoppers help pets in need by donating to PetSmart Charities using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in North America, granting more than $390 million since its inception in 1994. Independent from PetSmart Inc., PetSmart Charities is a 501(c)(3) organization that has received the Four-Star Rating from Charity Navigator, a third-party organization that reports on the effectiveness, accountability and transparency of nonprofits, for the past 16 years in a row – placing it among the top one percent of charities rated by this organization. To learn more visit [www.petsmartcharities.org](http://www.petsmartcharities.org).

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