

## Press Release Template

**Use:** Immediate (or use the week the program begins)

**Agency:** (Organization Name)

**Title:** (Shelter Name) Invites Public To Take Dogs On Field Trips

(Town, state) Someone let the shelter dogs out - and it's saving their lives and bringing out the public in droves. (Your organization's name) is proud to announce it's new (Doggy Day Out/program name) program, which pairs members of the community with shelter dogs for field trips. Outings can last from one hour to all day, and can include a hike, a trip to a beach or lake, a sleepover in a home or even a nice dinner in a pet-friendly restaurant. Whether you already have a dog or aren't ready to have one, it's a great way to get your pet fix in.

The (name) program was created in order to help reduce kennel stress and provide dogs with enrichment and increased visibility. Outings give the shelter valuable insight on how the dogs behave outside a shelter environment. It's also a great excuse to spend a day doing something new or exploring (your town's name).

(Add quote from your organization's director)

The program was designed to make it easy for the community to participate, so signing up is easy. Participants will be provided with everything they need for a successful field trip (or list items). Individuals interested in the (name) program should email (contact info) to sign up. (Describe process)

Similar programs at shelters across the country have been enormously successful, and (Shelter name) is excited to introduce this to the community.

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