

[ANIMAL WELFARE ORG. LOGO]



FOR IMMEDIATE RELEASE

Contact: [Animal Welfare Org. contact name], [phone], [email]

Petco Foundation Invests in [Animal Welfare Org.]’s Service & Therapy Animals
Grant of [insert grant level] will extend efforts to help pets and people in [geographical community name] live their best lives

[CITY] (Month Date, Year) – [Animal Welfare Org.] of [geographical community name], today announced it has been awarded a [insert grant level] grant from the Petco Foundation to support its [one sentence description of specific project/program/activity].

[Animal Welfare Org.] is a nonprofit organization [brief description of the organization and its purpose] serving [geographical community name]. Since [year], [Animal Welfare Org.] has [insert brief list of accomplishments here, highlighting facts and figures].

The grant was made possible through the Petco Foundation’s annual Helping Heroes fundraising campaign, in partnership with Natural Balance Pet Foods. During the campaign each October, customers are invited to donate in Petco stores across the country to support service and therapy animals and organizations.

The Petco Foundation investment will help to [more details about what the project/program entails and how it will benefit the communities served by the organization; two to three sentences should suffice].

“[Quote from organization’s executive director expressing why the grant is important and what the Petco Foundation’s support means for the organization],” said [representative’s name], [representative’s title].

For more information about [Animal Welfare Org.] or the Petco Foundation, visit [insert Animal Welfare Org website] or www.petcofoundation.org. Join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) or by using the hashtag #PetcoFoundation.

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About [Animal Welfare Org.]
[Insert organization boilerplate paragraph]

About the Petco Foundation

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we’ve invested more than \$167 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase

pet adoptions. So far, we've helped more than 5 million pets find their new loving families, and we're just getting started. Visit petcofoundation.org to learn more about how you can get involved.