**PRE-CAMPAIGN MEDIA ADVISORY**

**INSERT YOUR LOGO HERE**

**FOR IMMEDIATE RELEASE**

**[DATE]**

**CONTACT:**

**[Your Name]**

**[Your Title], [Organization]**

**[Your Phone Number]**

**[Your E-mail Address]**

**[SHELTER OR RESCUE NAME] AIMS TO FIND ADOPTIVE HOMES FOR DOGS IN FOSTER AMID COVID-19 CRISIS DURING ADOPT A SHELTER DOG MONTH**

*Local communities encouraged to safely #AdoptAFosterDog to help animals in need through foster-assisted adoptions as part of ASPCA campaign*

**CITY, STATE –** [SHELTER OR RESCUE NAME] will participate in the ASPCA #AdoptAFosterDog campaign throughout the month of October to encourage the local community to adopt a dog currently living with a foster caregiver. Dogs available for adoption include:

* [INSERT CONCISE & COMPELLING DOG BACKGROUND]
* [INSERT CONCISE & COMPELLING DOG BACKGROUND]

As a result of the COVID-19 crisis, many shelters and rescues have suspended or reduced operations while relying on the incredible support of foster caregivers to temporarily house vulnerable animals. Now, we need to help the hundreds of thousands of animals in shelters, rescues, and foster homes across the country find their match. At [SHELTER OR RESCUE NAME], we are offering minimal-exposure, contact-free adoptions using [INSERT DETAILS OF ADOPTION PROCESS AMID COVID-19] to ensure the safety of our animals, community, and staff.

[INSERT QUOTE FROM SHELTER OR RESCUE GROUP]

**WHAT:** [SHELTER OR RESCUE NAME] encouraging the public to #AdoptAFosterDog through a minimal-exposure, contact-free adoption process facilitated by shelter staff and current foster caregivers as part of a nationwide effort led by the ASPCA to help dogs find loving homes amid the COVID-19 crisis.

**WHEN:** Thursday, October 1 to Saturday, October 31 (Adopt A Shelter Dog Month)

**WHERE:** To find out more about specific dogs in need of adoptive homes visit [SHELTER OR RESCUE WEBSITE] or reach out to us at [ALTERNATIVE CONTACT].

**SOCIAL**:        Follow along on social media with [INSERT SHELTER OR RESCUE SOCIAL MEDIA HANDLES] and use hashtag #AdoptAFosterDog to see the nationwide campaign in action. Potential adopters are also encouraged to keep an eye out for specific dogs seeking loving homes, who will be promoted throughout the duration of the campaign.

**MORE INFO:** The ASPCA #AdoptAFosterDog campaign was created as a response to the effects of the COVID-19 crisis on shelters and rescues across the country and to help place more dogs into adoptive homes through foster-assisted adoptions. As many regions of the country continue to be impacted by the COVID-19 crisis, it’s expected that foster caregivers will continue to play an important role in seeking adoptive placement for animals.

Participating shelters and rescues will receive tailored support from the ASPCA including curated content and training on how to facilitate foster-assisted adoptions, marketing tools for foster caregivers, and access to supportive resources to increase visibility for dogs in need. Participating shelters and rescues will also have the opportunity for national exposure of foster dogs by using the hashtag #AdoptAFosterDog, including potential shares through [@DogsOfInstagram](https://www.instagram.com/dogsofinstagram/?hl=en) and [@ShelterPetProject](https://theshelterpetproject.org/) with a combined reach of over 5 million followers – in addition to a six-month 50% discount on [Doobert.com](https://www.doobert.com/)’s Elite or Pro Plans, an online platform to help connect animal welfare organizations with volunteers for transport and fostering. [GreaterGood.org](https://greatergood.org/) will also be offering one campaign participant a marketing makeover valued at $10K through a separate application process.

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**About [SHELTER OR RESCUE NAME]**

**[INSERT BOILERPLATE]**

**About the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation’s leading voice for animals. More than two million supporters strong, the ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit [www.ASPCA.org](http://www.aspca.org/), and be sure to follow the ASPCA on [Facebook](https://www.facebook.com/aspca), [Twitter](https://twitter.com/aspca), and [Instagram](https://instagram.com/aspca).