**POST-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] FINDS 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 –** Throughout the month of October [SHELTER OR RESCUE NAME] helped [INSERT NUMBER] dogs find homes through the ASPCA #AdoptAFosterDog campaign, a twist on the annual Adopt a Shelter Dog Month to place more animals in loving homes through foster-assisted adoption. Dogs who found their match over the past several weeks include:

* [INSERT CONCISE & COMPELLING HAPPY TAIL]
* [INSERT CONCISE & COMPELLING HAPPY TAIL]

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. With hundreds of thousands of animals in shelters, rescues, and foster homes across the country, [SHELTER OR RESCUE NAME] has adjusted to offer 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.

[INSERT QUOTE FROM SHELTER OR RESCUE GROUP]

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.

For more information about [SHELTER OR RESCUE NAME] and to help animals in need, please visit [INSERT SHELTER OR RESCUE WEBSITE] or follow us on social media at [INSERT SHELTER OR RESCUE SOCIAL MEDIA HANDLES].

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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).