[Your Organization’s Logo Here] 

FOR IMMEDIATE RELEASE

**[TODAY’S DATE]**

**Media Contact: [NAME], [PHONE], [EMAIL]**

**[Organization Name] Receives [AMOUNT] Grant from the ASPCA to Support [INITIATIVE/PROGRAM]**

*Funding will assist with expenses related to [INITIATIVE/PROGRAM AREA]*

[CITY NAME], [STATE]—[ORGANIZATION NAME] has been awarded a [AMOUNT] grant from the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) to support [EXPLAIN PROGRAM OR INITIATIVE IMPACTED BY GRANT], including expenses associated with [PROGRAM DETAILS]. The grant will help [ORGANIZATION NAME] fund essential lifesaving services such as [**EXAMPLES INCLUDE:** ADOPTIONS AND FOSTERING PROGRAMS, VETERINARY CARE, CAPACITY BUILDING, TRANSPORTATION EFFORTS, PET OWNER ASSISTANCE EFFORTS], which are crucial resources to [ORGANIZATION NAME’S OPERATIONS].

“[INSERT QUOTE OPENING, SUCH AS A COMPELLING STATEMENT ADDRESSING THE NEED FOR FUNDING AND SIGNIFICANCE OF THE GRANT],” said **Spokesperson, Title.** “[INSERT QUOTE CONTINUATION WITH INFORMATION ABOUT HOW FUNDING WILL IMPACT ANIMALS].”   
*(Example: “ABC Animal Shelter is grateful to receive a $XX grant from the ASPCA to support funding our new adoptions room, giving us the capabilities to increase the number of homeless animals we’re able assist,”* ***said Jane Doe, Executive Director of ABC Animal Shelter.*** *“These grant funds allow us to expand our efforts in ending pet homelessness and animal suffering in our community.”*

**[INSERT QUOTE FROM ASPCA UPON REQUEST – PLEASE E-MAIL** [**PRESS@ASPCA.ORG**](mailto:PRESS@ASPCA.ORG) **FOR APPROVAL]**

INCLUDE PARAGRAPH WITH MORE INFORMATION HERE ABOUT:

* HOW YOUR ORGANIZATION WILL USE THE GRANT FUNDING
* ANY SPECIFIC INFORMATION ABOUT HOW YOUR ORGANIZATION IS HELPING/HELPED ANIMALS
* A BRIEF, COMPELLING, EMOTIVE BUT CONCISE ANECDOTE ABOUT A SPECIFIC ANIMAL OR PET OWNER YOUR ORGANIZATION HAS ASSISTED

For more information about [ORGANIZATION NAME], please visit [ORGANIZATION WEB SITE URL].

Since 2001, the ASPCA has provided more than $200 million in grant funding to over 4,000 organizations and programs nationwide dedicated to helping vulnerable and victimized animals. Grants are just one example of how the ASPCA is helping animals and communities in need, with funds supporting a variety of programs ranging from increasing pet adoptions to helping communities build strong programs to rescue, shelter, transport, and support animals during natural disasters, improving access to veterinary care, and advancing research that either directly or systemically benefits animals. For more information about the ASPCA’s grant-making and current initiatives, visit [www.aspcapro.org/grants](http://www.aspcapro.org/grants).

**About [Organization]**

[Insert history and background of your organization].

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