

For Immediate Release

Contact: [Contact Name] [Contact Phone Number]

**[Organization Name] Issues Urgent Plea as Pets Surrendered to Shelters Increase**  
*Shelter partners with Rehome, the Peer-to-Peer adoption alternative, to help local pet owners find new homes for their own pets*

[CITY, ST - Date] - After months of declining animal intake numbers, the [Organization name] is starting to see intake numbers rising again as more owners are relinquishing their pets to the shelter. Today, the shelter is releasing an urgent plea to the pet-owning public: Please consider the shelter as the last resort for your beloved pet. If you're able to adopt your pet from your loving home directly to another, that can be a better alternative.

[Organization quote - Example "We are hearing from pet owners in our community are in struggling financially to support their families and retain housing," says Executive Director \_\_\_\_\_. "We empathize and are here to help you keep your pets however we can with our limited resources. If you have any lead time at all, we're asking that you post your pets on the Rehome website to rehome your pet directly in to a new home, and relinquish your pet to our shelter as a last resort."]

Rehome (<http://rehome.adoptapet.com>) is a program of Adopt a Pet, the nation's premier pet adoption website, is easy to use and provides support for those needing to find a new home for their pets.

[Organization adoption process - Example: For those members of the community who want to adopt a pet, the shelter is located at 123 Main Street and is open from 9:00 to 6:00 Monday through Saturday. Please check out their website at [your website URL] to start your pet search.] You can also find their pets, along with privately-owned pets in your community needing homes, on Adoptapet.com.

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**About the [Organization Name]:**

[Organization bio]

**About Rehome by Adopt a Pet:**

Rehome was launched in 2017 to help pets go from home to home, with a goal of keeping them out of the shelter when possible. Rehome is a program of Adopt a Pet, North America's premier pet-adoption website, which partners with over 13,000 animal shelters and rescue organizations to help find homes for the pets in their care. Animals posted on Rehome can be found on Adoptapet.com, which is visited by 6 million pet-seeking people each month.

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