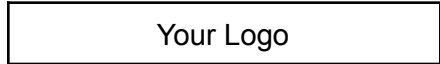


The Template -

Press Release (Month Day, Year)

For Immediate Release



<170 characters long headline written in title case, should be catchy, short, and good to have numbers/information that grab immediate attention.

Here comes the summary of the press release in a short paragraph in simple sentence form. It should not be repetitive with the headline. It will tell the story in a concise, 1 or 2 sentence manner.

City, State - Date (Month Day, Year)

This is the lead paragraph. This paragraph should stand on its own and convey the main details of the news you want to share with the public i.e. **who, why, when, where, how**.

It is okay to expand the lead paragraph into one or two more paragraphs to clearly put the message across. Keep the paragraphs short, preferably 3 lines each. Explain the focus of the news well and in good detail. Feel free to add links to your website or other sources if it is going to be a digital release.

Quotes - What does the founder say about this upcoming event? Or if this is an 'update' press release that highlights key impacts of a past fundraising event, what do some of your donors or volunteers have to say about it? Or maybe you can quote a few lines of your beneficiaries? It is okay to take about 2 paragraphs to add a few influential quotes from important people.

About the nonprofit:

A short background of your nonprofit organization. Talk about your mission briefly. Remember to include all the key players of your event/program here. For example, if the event is being sponsored by a specific business, do include an about section for them as well.

Media Contact:

Name, designation

Company name

Email address

Contact number

Website address

(Signifies the end)

The Sample Press Release

Press Release October 3, 2021

For Immediate Release

Community Animal Shelter

Community Animal Shelter to Host a Dog Show to Raise \$5000 for its Sick Animals

Community Animal Shelter, a **San Francisco-based 501(c)(3) nonprofit organization**, is all set to host a dog show on **Sunday, 17th October 2021** to raise money for the treatment of its sick animals. With this event, they aim to reach a minimum of \$5000 as their fundraising goal.

San Francisco, CA - October 3, 2021

The intention of this grand event is to offer the community a chance to visit the shelter, have a fun-filled day along with their pet dogs and the shelter animals, and raise some funds. They wish to collect at least \$5000 in donations and ticket prices to be able to kickstart the urgent treatment of some of the seriously ill cats and dogs.

The event will begin at **12 PM** on Sunday. The entry fee to the dog show is set at \$50 for a family. There can be additional entry fees to fun games and activities such as face-painting for kids, reverse raffles for the adults, pet photo shoots, dog washing, and more. The nonprofit is partnering with local food stalls for providing complimentary beverages and snacks. All in all, the event is going to be packed with fun, food, and the love for animals. **Participants are requested to register at www.samplewebsite.org.**

Cash and online donations will be accepted at the event location. All money collected will go toward the treatment of the shelter animals. **Every donor will receive a donation receipt** for their tax purposes, and **all participants will receive updates on the impact of this event.**

“The shelter is in dire need of urgent funds for the treatment of sick animals,” says John Pearson, the founder of Community Animal Shelter, “but at the same time, we want to dedicate this day to our best buddies in general, give their families a chance to spend quality time with them, and have lots of fun.”

About Community Animal Shelter:

Community Animal Shelter was founded in 2015 with the aim of offering animals the best life that they deserve. John Pearson and his friend Matt had volunteered with various animal shelters in the past before deciding to start their own animal rescue group to facilitate the betterment of animals' lives in the city of San Francisco. The team has rescued and housed

over 500 dogs and cats from around the city, built a dedicated treatment center within the shelter, and is planning to expand the place in the coming days.

Media Contact:

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www.samplewebsite.org

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