



We Are All Ears: A Worldwide Read with Pets Project from Pet Partners



Letter to Media Template

Thank you for taking the time to spread the word about We Are All Ears! We've drafted this letter to media template so that you can easily connect with your local media to see if they are interested in featuring a "good news" story about this project and Pet Partners. It's easy to let your local media know about what you're doing and why this project is supporting your community.

Here's what to do:

1. Find the contact information for your local media outlets; these can include TV stations, radio stations, regional and community newspapers, local and regional magazines, and community-focused blogs.
Many media websites will have specific information for "submissions" or "letters to the editor," so locate that information to determine where to send your letter.
2. Copy and paste the language on the next page into the body of your email, or into a letter if you're sending postal mail.
If you're able to find the name or title of a contact person, use that in the salutation. If not, you can use a generic greeting such as "Hello" or "To Whom It May Concern."
3. Personalize it where appropriate. It's helpful to add specific details about how you are engaging in We Are All Ears projects with your family, friends, or community.

Thank you again for your help in spreading the word about We Are All Ears!



Dear **[contact name or title]**:

I would like to let you know about a special project I am engaged in right now: We Are All Ears, a Worldwide Read with Pets Project from Pet Partners.

During this time of social isolation and distance learning, Pet Partners, the nation's leading organization registering therapy animals for animal-assisted interventions, is encouraging families and children to read to their pets through their new initiative We Are All Ears. With Pet Partners' registered volunteer therapy animal teams across the country unable to conduct their regular therapy animal visits, the organization is promoting an already-proven animal-assisted interaction based on their Read With Me™ initiative: children reading to animals at home.

Reading to pets is an amazing way to get children excited about reading when they can't be in school. Children who are learning to read are often hesitant about their reading abilities. Many kids feel more at ease reading to pets, who are simply there to listen -- not to judge how well they are reading. With the community experiencing educational disruptions, and parents across **[insert state or region name]** educating their children at home, Pet Partners is introducing this new program designed to bring the power of the human-animal bond to at-home learning.

Reading to an animal can significantly impact student reading rates. Research shows that when reading to pets, children achieve higher end-of-year reading scores, and improve reading rates, accuracy, fluency, and comprehension. They also are better able to stay on task when a furry, feathered, or scaled companion is involved.

[insert personal information about how you are using We Are All Ears]

For more information, please see petpartners.org/allears.

I would love to show our community how reading with pets can support children's education and help families during this challenging time. I believe that We Are All Ears is making a positive difference for children, families, and communities.

Sincerely,

[Insert your name]

[insert email]

[insert phone number]