



## Sample Media Outreach Letter

Thank you for taking the time to spread the word about National Therapy Animal Day on April 30. We've drafted the following letter so you can easily connect with your local media contacts to see if they are interested in featuring a "good news" story about Pet Partners.

Use these steps to create your own letter to your local media:

1. Do an online search for the top news outlets in your area, including the main networks—ABC, CBS, Fox, and NBC—as well as local newspapers, community news outlets such as blogs, and local radio news.
2. Copy and paste the language below into the body of your email to the media outlet.
3. Personalize this language as appropriate.
4. Follow up with a phone call a day or so later if you do not hear back.

### Sample language:

Dear Editor:

April 30 is National Therapy Animal Day—a day to celebrate the companion animals in our lives who volunteer in our community and help make **(insert city/town here)** a wonderful place to live. Therapy animals and their handlers visit in hospitals, nursing homes, schools, **(insert any local information here like airports or colleges)**, and more. They have been scientifically proven to lower blood pressure, improve mood, and even help struggling readers gain proficiency. Therapy animals positively impact the lives of many people throughout the community; they are different from the service animals that provide specific services for just one person.

I am fortunate to volunteer with my **(insert species here)** **(insert animal's name here)**. We are registered with **Pet Partners**, the nation's leading organization registering volunteer handlers and their companion animals as therapy animal teams. Pet Partners teams meet the highest standards for client safety and animal welfare. We volunteer at **(insert facilities here)**. It is incredibly gratifying volunteer work that we enjoy doing together.

We would enjoy the opportunity to speak with you and tell you more about our volunteering and the benefits of therapy animals for our community.

On April 30, please take a moment to thank a therapy animal, or consider if you and your pet would enjoy this volunteer activity. On their website, Pet Partners **offers a quiz** to determine if your animal might be suitable to be a therapy animal. We want them to enjoy their "job" as much as we do.

Sincerely,

**(insert your name and your pet's name)**

**(insert email)**

**(insert phone number)**