

Sample News Release

Here's an example of a news release appearing on Canada NewsWire. It was issued by the Toronto Humane Society in the hope of getting some publicity for the plight of stray dogs and cats.

How could you turn this release into a news story? Who needs to be interviewed? What information should be included? Are there other organizations you should contact?

Attention News Editors:

Do You Want the Good News or the Bad News?

TORONTO, July 30 /CNW/ - The good news is, from July 1 to July 30, The Toronto Humane Society has adopted out 1,650 animals. The bad news is, an additional 1,591 animals were admitted to the shelter as strays or were surrendered by their owners. This, coupled with over 450 cats and dogs in the shelter and over 200 animals in foster homes, has made for extremely over-crowded conditions.

"Adoption is the only option," says Tim Trow, President of The Toronto Humane Society. "We won't simply euthanise healthy, adoptable animals. We need the public's help to try and find homes for these animals."

As part of an ongoing effort to find homes for the hundreds of animals in the Society's care, The Toronto Humane Society will be staying open for adoption from 12:00 noon to 12:00 midnight on August 13.

Adoption fees include: vaccinations to date, two months of Shelter Care insurance, a microchip identification implant, treatment with Advantage(R) flea control, a sample bag of cat/kitten food or discount coupon for Royal Canin Inc. puppy/dog food, and pet care information booklet. As well, many of the animals are already spayed or neutered.

To inquire about adoptions, call 416-392-2273, check out the Society's website at www.torontohumanesociety.com or, visit the shelter at 11 River Street.

In 2003, The Toronto Humane Society found loving new homes for 5,225 animals. As a not-for-profit organization, the Society is funded solely through charitable donations. Its mission is to promote the humane care and protection of all animals and to prevent cruelty and suffering.

The Toronto Humane Society's Adoption Department is open:

Monday to Friday - 1:00 p.m. to 8:00 p.m.

Saturday and Sunday - 12:00 p.m. to 6:00 p.m.

Friday, August 13 - 12:00 noon to 12:00 midnight

For further information: Contact Information: Amy White, Director of Communications, (Office) (416) 392-2273, Ext. 2142, (Mobile) (416) 984-3032