**PRESS RELEASE TO ANNOUNCE PARTICIPATION IN THE RESCUE EFFECT WITH LOCAL MEDIA**

**SUGGESTION:** Distribute to your local press contacts on or after Tuesday, July 22, 2025

**[LOGO]**

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

**[Your Name]**

**[Your Title], [Organization]**

**[Your Phone Number]**

**[Your E-mail Address]**

**[SHELTER OR RESCUE NAME] Joins the ASPCA’s Rescue Effect Campaign, Asks Local Community to Adopt [AND/OR FOSTER] Animals in Need**

*Second year of The Rescue Effect brings together shelters and rescues nationwide to place more animals into loving homes and reduce the length of time animals are spending in shelters*

**[CITY], [STATE] – ([MONTH] [DAY], 2025) –** [NAME] today announced that it will join animal shelters and rescues across the country to participate in the [ASPCA’s Rescue Effect campaign](http://www.ASPCA.org/TheRescueEffect) to raise awareness about the importance of pet adoption [AND/OR FOSTERING] and place more animals into loving homes. During this effort, [NAME] will offer [LOCAL ADOPTION/FOSTERING OPPORTUNITIES, INCLUDING ANY UPCOMING EVENTS, REDUCED/FEE-WAIVED PROMOTIONS, ETC.]

Most shelters across the country are full with [nearly six million dogs and cats](https://www.aspca.org/helping-shelters-people-pets/us-animal-shelter-statistics) entering shelters and rescues in 2024, and animals, especially dogs, are often staying longer in care before being adopted. Choosing to adopt helps the animal you take home and supports many more by freeing up space and resources. Animal shelters have pets of all sizes, ages and an array of wonderful personalities, and if you aren’t able to adopt, temporarily fostering also helps free up space for other animals in need.

[QUOTE FROM SHELTER OR RESCUE]

Launching in August and continuing through October, The Rescue Effect is the ASPCA’s national campaign dedicated to helping organizations increase adoptions and engage the public. This year, the ASPCA is providing $2 million in grants to cover adoption fees and support operations at [many participating shelters and rescue groups across the country](https://www.ASPCA.org/TheRescueEffect) with some holding fee-waived adoption events.

For more information about [NAME], visit [WEBSITE], or learn more about the ASPCA’s Rescue Effect campaign at [ASPCA.org/TheRescueEffect](http://www.ASPCA.org/TheRescueEffect).

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**About [SHELTER OR RESCUE NAME]**

**[INSERT BOILERPLATE]**

**About the ASPCA®**  
Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) was the first animal welfare organization to be established in North America and today serves as the nation’s leading voice for vulnerable and victimized animals. As a 501(c)(3) not-for-profit corporation with more than two million supporters nationwide, the ASPCA is committed to preventing cruelty to dogs, cats, equines and farm animals throughout the United States. The ASPCA assists animals in need through on-the-ground disaster and cruelty interventions, behavioral rehabilitation, animal placement, legal and legislative advocacy, and the advancement of the sheltering and veterinary community through research, training, and resources. For more information, visit [www.ASPCA.org](https://www.aspca.org/), and follow the ASPCA on [Facebook](https://www.facebook.com/aspca), [X](https://x.com/aspca), [Instagram](https://instagram.com/aspca) and [TikTok](https://www.tiktok.com/@aspca).