



## **Pet Theft Awareness Day**

### **For Immediate Release:**

[Date]

### **For More Information:**

[Contact person's Name]

[Contact person's telephone number including area code]

Cell phone: [Contact person's cellular phone number]

[City, State where the event will take place] –Last Chance for Animals, a national, non-profit animal protection organization, and [your group] are pleased to announce National Pet Theft Awareness Day. On February 14<sup>th</sup> of each year, animal advocacy groups across the country memorialize the many companion animals stolen annually.

The first paragraph should include a concise description of your event including the time and location. It should also contain a very brief description of your group, (e.g. Friends of Fido is an animal rescue group dedicated to finding homes for abused dogs in the Bay Area).

Up to two million animals are stolen each year, according to [your name], the coordinator of Thursday's event. He/she asserts that many are obtained under false pretenses through "free to good home ads" or simply taken from their guardian's backyard; they are then sold to research laboratories, dogfighting rings, or puppy mills, or sadistically killed by disturbed individuals. "If you want your pet to be safe," [your last name] offers, "*please* spay or neuter him; microchip or tattoo him and keep identification tags on him; know where he is at all times; and never let him wander the neighborhood alone."

Last Chance for Animals coordinates National Pet Theft Awareness Day each year. Chris DeRose, the organization's founder and president, concludes, "Pets are stolen everyday in this country. On Valentine's Day, all of us must encourage lawmakers to have a heart and crackdown on pet thieves." LCA offers free brochures on keeping pets safe and action packs for individuals who want to help stop pet theft. For more information, please visit [www.StolenPets.com](http://www.StolenPets.com) or call (888) 88ANIMAL.