

American Society for the Prevention of Cruelty to Animals (ASPCA)
424 East 92nd Street
New York, NY 10128-6804

10/08/19
PUBLIC SERVICE ANNOUNCEMENT

CONTACT: Susanna Lauten, Media Director
404 226 7992, susannalauten@unc.edu

Start date: 10/12/19
Stop date: 10/18/19

Run time: 00:60

PETS ARE PEOPLE, TOO!

SFX: [*Puppy Whimpering*]
[*Sad Music Softly Plays*
In Background]

SFX: [*Chimes Play*]
[*Music Transitions to*
Upbeat Tune]

-MORE-

FEMALE NARRATOR: Every year
one-point-five million dogs get
euthanized before having the
chance to find a forever home.
This devastating reality must
change.

-MORE-

PETS ARE PEOPLE, TOO! – PAGE 2

SFX: [*Puppy Happily Barks*]
[*Child Laughter*]

SFX: [*Door Shuts*]

-MORE-

FEMALE NARRATOR: You can be the change. The American Society for the Prevention of Cruelty to Animals has deemed the month of October National Adopt a Shelter Dog Month.

SMALL BOY CHARACTER: This one's perfect! He's my best friend now! Thank you for taking me to meet these dogs at the shelter, Mom!

FEMALE NARRATOR: Find the perfect addition to your family by visiting your local A-S-P-C-A shelter. You can save a dog's life by simply giving it a home. So, get out there and save a life.

-MORE-

PETS ARE PEOPLE, TOO! – PAGE 3

SFX: [*Applause*]

FEMALE NARRATOR: Can't adopt a dog right now? Head on down to the shelter and simply volunteer your time playing with the puppies. Or pledge to donate sixty-three cents daily to support our animals.

FEMALE NARRATOR: With your help, we can save lives and create forever homes. Happy National Adopt a Shelter Dog Month!

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Stop date: 10/14/19

Read time: 00:60

PETS ARE PEOPLE, TOO!

Mark your calendars! October is National Adopt a Shelter Dog Month. This holiday is sponsored by the American Society for the Prevention of Cruelty to Animals. Every year, over one-point-five million dogs are euthanized. These helpless animals are not given the chance to find their forever home.

We can change that! In honor of National Adopt a Shelter Dog Month find your local shelter on the A-S-P-C-A website and visit the animals in need of a home. Give these dogs the chance at a loving home by opening your heart to them. Can't adopt a dog today? There are still ways to help! Simply volunteer your time helping out around the

-MORE-

PETS ARE PEOPLE, TOO! – PAGE 2

shelter.

There are numerous weekly shifts for you to get involved in. Don't even have time to make it down to the shelter?

With a simple daily sixty-three cent donation, you can save a shelter dog's life.

Go to the A-S-P-C-A website for more details on how you can help this October. Or call us at two-one-two-eight-seven-six-seven-seven-zero-zero. You can make a difference today!

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