

10-01-2019

Mr. Trent Brown
Journalist
The News & Observer
tbrown@newsobserver.com

Subject Line: Get the chance to save a life this October!

Dear Mr. Brown,

Approximately 1.5 million shelter dogs get euthanized every year without the chance to find a loving family and home. In light of this tragic statistic, every dog should deserve the chance to find a forever home. That is why Orange County Animal Services has deemed this October National Adopt A Shelter Dog Month!

There will be a dog meet and greet on October 15th at the Orange County Animal Shelter.

This event will help promote shelter dog adoption by exposing potential pet owners to available animals who need forever homes. There will be over fifty eligible dogs available to meet and adopt on the spot as well as a dog park obstacle course and pet photo booth.

Cesar Millan from the Emmy-award nominated "Dog Whisperer with Cesar Millan" will also be in attendance of the event at the Orange County Animal Shelter. He will provide potential owners with advice on how to properly raise and train a shelter dog. He has over 25 years of dog training practice.

I will put you in contact with the chair of the Orange County commissioners, Penny Rich, in order to schedule an interview with Millan. Rich is eager to promote the event to the people of Orange County and decrease the shelter dog population.

Your past work writing about animals for The News & Observer makes you a prime candidate to take on this event in the press. Also, I am sure your readers would love to hear what Millan has to say about pet adoption.

I look forward to staying in contact.

Sincerely,

Susanna Lauten
Lauten Agency