**YOUR LOGO**

**FOR IMMEDIATE RELEASE**   
August X, 2021

**Contact:** X

**Your Shelter/Rescue Urges Adoptions in Wake of Ongoing Pandemic Shelter Challenges**

***Declining Adoptions in 2021, Coupled with Staff Shortages and Reduced Operations are Overwhelming Your Shelter/Rescue***

***New Data Shows Adoption Trends and Concerns***

**YOUR CITY/STATE** – Your shelter/rescue is urging the public to consider adopting and fostering now due to a decrease in pet adoptions coupled with a seasonal increase in animal intake, compared to 2020. New data below highlights shelter challenges and adoptions trends, including a dramatic decrease in staff levels which is causing reduced operations and a lower capacity for animals. As a result, your shelter/rescue is struggling to keep pace with public demand.

QUOTE ABOUT URGENT NEED FOR ADOPTIONS/FOSTERS

Adoptions are down XX% overall this year, and intake is up XX% as compared to 2020. This is also the height of kitten season when most cats have their litters and traditionally end up in shelters. This, combined with pandemic-related challenges, is leading to the shelter/rescue becoming overwhelmed.

In a recent survey commissioned by [Best Friends Animal Society](http://bestfriends.org), 59% of general public respondents considering adopting are delaying the process because of returning to the office, taking vacations, starting a new job, and other reasons. In addition, more than half of respondents shared that adoption is the preferred method for acquiring a pet, rather than purchasing from a breeder or pet store.

Best Friends also conducted a survey of more than 150 shelters and animal organizations, of which 88% noted that they were short on staffing. Your shelter/rescue is also experiencing this and needs the public’s support. Add in anything specific that might demonstrate how or why you need support.

To adopt, foster, volunteer or donate, please visit **your website.**

**YOUR BOILERPLATE**

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