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**MEDIA CONTACT:**  **FOR IMMEDIATE RELEASE Contact Name**

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**Your Organization Joins Forces With Best Friends Animal Society to Encourage The Community to Adopt Big!**

*Big dogs are in need, [Insert Your Organization] urges [Insert Community or Town] to “Love Large” and adopt this October*

**September XX, 2022 (Kanab, Utah)** — From huskies to shepherds, terriers to mutts, animal shelters and rescue groups all over the country are currently inundated with dogs over 40 pounds. Each of these dogs are awaiting a second chance at a new life.

Kicking off on October 1, add in your organization’s promotion plus any adoption goals if you have one going on to support the campaign.

To help these dogs find homes, [Insert Your Organization] is teaming up with [Best Friends Animal Society](http://www.bestfriends.org/) for the [“Love Large” Big Dog Adoption](https://bestfriends.org/act-animals/big-dogs) campaign throughout the month of October.

“Our goal is to get more big dogs out of shelters and into homes this October,” said Julie Castle, chief executive officer of Best Friends Animal Society. “Right now, there is a shelter crisis going on across the country, with many shelters at, or beyond, full capacity. It’s no small thing to adopt a big dog. And by adopting one, you are opening up space for another big dog.”

Insert quote from Shelter / Rescue spokesperson.

This past June, Best Friends Animal Society released their annual [data](https://bestfriends.org/no-kill-2025/animal-shelter-statistics) showing that for the first time in five years, U.S. shelter systems saw a setback in lifesaving. In 2021, the number of dogs and cats that did not make it out of U.S. shelters alive increased from 347,000 to 355,000 and adoption rates could not keep pace with the number of dogs being brought into shelters.

The “Love Large” adoption campaign is an opportunity to educate the public that big dogs can be part of almost any home, no matter the size.

“There are so many myths about big dogs that we need to debunk,” said Castle. “Pets are individuals with their own unique needs, and we are excited to dedicate an entire month to showcasing that big dogs have big hearts and can make the perfect pet.”

The campaign aims to educate the public on why big dogs can make sure excellent companion pets, including:

* Big dogs can make great pets for apartment living
* They tend to bark less than their smaller counterparts
* Some big dogs are just oversized lap dogs who can give double the cuddles

Those not able to commit to adoption can still make a lifesaving impact for big dogs by temporarily opening their home to a foster dog through their local shelter or rescue. Food, supplies, and medical treatment are typically provided free of cost to fosters.

“Whether it’s a foster or adoption, dogs thrive in a home environment,” Castle said. “Shelters are really struggling right now, so we urge those who can open their hearts and homes to a big dog please do so as soon as possible.”

**Add your mission statement / boiler plate here**

**About the Best Friends Network**

The Best Friends Network is comprised of thousands of public and private shelters, rescue groups, spay/neuter organizations, and other animal welfare organizations in all 50 states. We are a coalition committed to saving the lives of homeless cats and dogs through collaboration, information-sharing, and implementation of proven lifesaving strategies. Our partners support each other and inspire their own communities to increase lifesaving of dogs and cats across the country.