YOUR ORGANIZATION’S LOGO HERE



**NEWS RELEASE**

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

XXX-XXX-XXXX (cell phone)

[Mediacontactemail@yourgroupsaddresss.org](mailto:Mediacontactemail@yourgroupsaddresss.org)

**(Name of your organization), Best Friends Animal Society Team Up to**

**Seek Fosters for Tiny Felines as Kitten Season Approaches**

*Reach out to find out about fostering kittens for (Name of your organization)*

**A cat in a box

Description automatically generated with medium confidence**

Assets: *(you can keep or leave these, or insert your own if you have them)*

[Kitten Photos](https://bestfriends.widencollective.com/c/x3nn0i7b?t=fwmnbdzu)

[General Kitten Broll](https://bestfriends.widen.net/s/vdtvmlkghf/kittens-broll-package_200138)

City, State (DATE), 2022 ─ Kitten Season is sneaking up.

Each year, thousands of tiny furry feline faces arrive at our nation’s animal shelters, and community help is needed to make sure every life is saved. By fostering a kitten — or a few — folks are providing them the chance to grow up and find families of their very own. So whether they’re looking to melt hearts on social media or simply wanting to help save lives, signing up to foster now means people, shelters and rescue groups, including [name of your organization], will be ready when the fuzzballs arrive.

Every spring, a huge wave of kittens enters shelters and rescue organizations, during a time known as “kitten season.” As the name implies, kitten season is the time of year when unspayed female cats have most of their kittens, and generally stretches from May to November.

So Best Friends and [name of your organization] are reaching out early this year, with a national campaign encouraging people to sign up to foster kittens, and to let everyone know their help is needed, and to recruit, educate, and train fosters prior to the start of kitten season. Visit [bestfriends.org/kittens](https://www.bestfriends.org/kittens) to learn more about kitten season and fostering.

[Possible quote and info about local situation, kitten stats if you have them, and why you’re participating].

Kittens, especially newborns, require specialized and around-the-clock care to help them thrive. By asking the public to sign up to foster now, ahead of the height of kitten season, shelters and rescue organizations nationwide will have time to onboard and train new fosters, so everyone is ready when the kittens arrive. Starting early means making sure everyone is prepared so that every little life is saved.

As adorable as a wave of kittens sounds, it’s serious business. Newborn kittens are among the most at-risk animals entering shelters – proof that there really can be too much of a cute thing.

“With kitten season right around the corner, we are asking everyone nationwide to raise their hands to help,” said Julie Castle, CEO, Best Friends Animal Society. “Whether you’re looking to post the ultimate cute on social media, need a daily dose of fun and silliness, or simply want to save lives and provide a kitten with a happy and healthy future, you can sign up to become a foster family today.”

[Insert how people can contact you to learn more about fostering].

**About [Insert your organization’s name]**

“Who we are and what we do” statement and url, and any social media info.

**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.