

# **TYDTWDay® 2018 Participating Company News Release**

## **New Release For Immediate Release**

**Media Contact: (Your Name, Business Name)**

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### **(Your Business Name) is going to the dogs on June 22**

*Local business joins companies around the globe in the 20<sup>th</sup> annual celebration of PSI's Take Your Dog To Work Day® on Friday, June 22*

**(Your City, State)—(Date you send the release)—**On Friday, June 22, **(Your Business Name)** will join companies around the globe in opening their doors to employees' furry, four-legged best friends for PSI's 20<sup>th</sup> annual *Take Your Dog To Work Day* (TYDTWDay®).

TYDTWDay was established by Pet Sitters International (PSI) in 1999. This annual event urges businesses around the globe to experience the joys of dogs in the workplace for just one day to celebrate the great companions dogs make and to promote adoptions from local shelters, rescue groups and humane societies.

The 2018 celebration marks **(Your Business Name)**'s (# of years your business has participated—first, second, etc.) year of *TYDTWDay* participation.

“(Your Business Name) is excited to go to the dogs for a good cause! We see this event as a way to recognize the important role dogs play in our employees' lives and an opportunity to make a positive impact on our local community,” says **(Your Company Representative)**.

**(Your Business Name)** anticipates **(Number of Dogs)** dogs to join them on June 22 and has a variety of activities planned, including **(list any special TYDTWDay events planned—photo contest, pet tricks, donation to animal shelter, etc.).**

“Take Your Dog To Work Day has been celebrated for two decades now,” says PSI President Patti Moran. “When companies like **(Your Business Name)** join in the *TYDTWDay* celebration, they not only provide an enjoyable perk for their employees—they also increase community ties and raise awareness of local pets in need of a forever home.”

For more information on PSI's *Take Your Dog To Work Day*, visit [www.takeyourdog.com](http://www.takeyourdog.com). To learn more about **(Your Business Name)** or its *TYDTWDay* celebration, visit **(Your Business Web site)** or e-mail **(Your Business E-mail)**.

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## **How to use this release**

PSI's *Take Your Dog To Work Day®*

(TYDTWDay®) is a great opportunity for your company to generate local media coverage. Use this sample news release by filling in your company's information.

Coordinate its distribution to your local media through your company's public relations or marketing department. Ask the company spokesperson to follow up with the media the week of *TYDTWDay* to provide them with more information about the event.

Be sure to let your local media know the number of dogs you expect will be there, how your company will celebrate, specific times of activities, etc.

*TYDTWDay* makes a great photo and/or video opportunity for the media, so let them know that your company would welcome them to stop by and do a story.

Be sure to explain that *TYDTWDay* encourages pet adoptions from local shelters and humane organizations. Also refer the media to [www.takeyourdog.com](http://www.takeyourdog.com) or PSI at (336) 983-9222, ext. 23230 or [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com) for more information.