

For Immediate Release

[Month] __, 2021

SENIOR DOGS AT [NAME OF YOUR ORG] FETCH GRANT

[Your City] –Old dogs have something to wag about this summer, as The Grey Muzzle Organization announces the recipients of its annual grants, and dogs at [Name of your org] are among the winners.

[Your org] in [your city] is one of 76 animal welfare groups chosen from 266 applicants to receive a grant to help local senior dogs. The winning groups received more than \$606,000 in grants to help save or improve the lives of at-risk old dogs in their communities.

[Personalize quote about how your grant will be used to help senior dogs:]

“This grant will help us give senior dogs like ___-year-old _____ [Dog’s age and name] the veterinary and dental care he needs so he’ll be ready to go to his forever home,” said [Name of contact person] of [Name of your group]. “No one is more grateful or loving than an old dog, and we’re looking forward to helping more senior dogs get the second chance they all deserve.”

Over the past 13 years, the national nonprofit Grey Muzzle Organization has provided \$3.1 million in grants to support its vision of “a world where every senior dog thrives, and no old dog dies alone and afraid.”

“Thanks to the generosity of our donors, we’re delighted to help deserving organizations like [Name of Your Org] make a difference in the lives of dogs and people in their communities,” Grey Muzzle’s Executive Director Lisa Lunghofer said. “Many senior dogs in the [Name of local area] are enjoying their golden years in loving homes thanks to the wonderful work of [Name of Local Org].”

[Descriptive blurb about your organization including website at end.]

The national nonprofit [The Grey Muzzle Organization](http://www.greymuzzle.org) improves the lives of at-risk senior dogs by providing funding and resources to animal shelters, rescue organizations, sanctuaries, and other nonprofit groups nationwide. For details, please visit www.greymuzzle.org

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Photo caption:

[Name of dog] is one of many wonderful senior dogs available for adoption at [Name of Your Org]. For more information, please visit [your website] or call: [phone #].

[Attach a photo of senior dog mentioned above.]

Media Contacts: [Name of your contact & organization]: [Phone # and email of contact person]
Lisa Lunghofer, Executive Director, The Grey Muzzle Organization:
lisa@greymuzzle.org or 240-631-2894