A picture containing text, tableware, dishware, plate

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ORGANIZATION LOGO HERE

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

**NAME**

Direct phone number

Email address

**[Your Organization’s Name] Joins National Partner Up Challenge to Save More Pets Lives**

*Best Friends Animal Society Partners Animal Shelters and Rescue Groups to Boost Transports and Pet Adoptions*

[Your city, State] (DATE), 2025) ─ [your organization’s name] is excited to announce its participation in the [Partner Up Challenge](https://network.bestfriends.org/partner-up-challenge), a national initiative led by [[Best Friends Animal Society](https://www.bestfriends.org)](https://www.bestfriends.org), a leading national animal welfare organization working to end the killing of cats and dogs in America’s shelters, to increase pet adoptions by partnering with other animal welfare organizations.

The Partner Up Challenge aims to create pet lifesaving momentum by fostering stronger partnerships between animal shelters and rescue groups, getting more pets into loving homes. The challenge runs from April 1-30, 2025.

[Name of your organization] is joining animal shelters and rescue groups across the country to address the critical need for increased pet adoptions and transfers to areas where they will have a better chance of getting adopted. By working together, space can be created in shelters for pets in need.

[Insert quote from your spokesperson or director about why your organization is participating in the challenge and what it means for your community.]

**FOR RECEIVING ORGANIZATIONS:** *[remove if you are a source shelter]*

As a participant in the Partner Up Challenge, [your organization’s name] will increase adoptions and transfers in from [Insert name of shelter partner] to create more space for pets in need. The organization will be hosting an adoption event on [date] to help more pets find loving homes.

**FOR SOURCE SHELTERS:** *[remove if you are a receiving organization]*

As a participant in the Partner Up Challenge, [your organization’s name] will increase adoptions and transfers to [insert names of partner rescues and shelters] to create more lifesaving space for pets in need. The organization will be hosting an adoption event on [date] to help more pets find homes.

“The Partner Up Challenge is all about working together to find innovative ways to save lives,” said Whitney Bollinger, Director of Strategy & Network Operations, Best Friends Animal Society. “By forming stronger partnerships between animal shelters and rescue groups, we can keep the momentum going and help more pets find homes. No-kill is within reach if we all work together, and that’s just what participants in the Partner Up Challenge are doing.”

Organizations meeting challenge requirements will be eligible to receive grant funding, with $300,000 in grants available to participating groups. [Your organization’s name] is proud to be part of this initiative to build a stronger, more connected rescue and shelter network, and help more pets find loving homes.

**CHOOSE A CALL TO ACTION:**

**Every pet deserves a home.** Meet a new best friend on [date] at [name of organization]’s upcoming adoption event. Visit [your website/social links] for additional details.

OR

**Help save more lives.** Visit [your organization’s website] to find out how to support pet lifesaving efforts through adopting, fostering, donating, volunteering, or advocating.

**About** [Name of Your Organization]

[Insert your organization’s “who we are and what we do” statement and URL. We suggest this be about three sentences in length.]   
  
**About Best Friends Animal Society**

Best Friends Animal Society is a leading animal welfare organization working to end the killing of dogs and cats in America’s shelters and make the country no-kill in 2025. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters from an estimated 17 million per year to 415,000 last year. Best Friends runs lifesaving programs across the country, as well as the nation’s largest no-kill animal sanctuary. Working collaboratively with a network of more than 5,100 animal welfare and shelter partners, and community members nationwide, Best Friends is working to Save Them All®. For more information, visit bestfriends.org.