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**FOR IMMEDIATE RELEASE**

**[TODAY’S DATE]**

**CONTACT**:

[Your Name]

[Your Title], [Organization]

[Your Phone Number]

[Your E-mail Address]

**[ORG NAME] Celebrates Second Annual ASPCA® Adopt a Horse Month**

*The nationwide adoption campaign lasts throughout the month of May*

**[CITY NAME, STATE ABBREVIATION]** — [ORG NAME] is participating in the second annual ASPCA® (The American Society for the Prevention of Cruelty to Animals®) Adopt a Horse Month, a nationwide adoption event taking place throughout the month of May to help more equines find loving homes. [ORG NAME] along with over 90 additional equine adoption and rescue groups across the country have joined the campaign to promote the adoptable horses in their care and engage with their communities to raise awareness about equine adoption.

[INCLUDE INFORMATION HERE ABOUT:

* WHAT YOUR ORG IS DOING DURING ADOPT A HORSE MONTH TO FIND GOOD HOMES FOR HORSES
* SPECIAL EVENTS OR PROMOTIONS BEING HELD (VIRTUALLY OR OTHERWISE)
* A HORSE CURRENTLY AVAILABLE FOR ADOPTION WITH A PHOTO OR TWO]

“[QUOTE],” said [SPOKESPERSON NAME], [TITLE]. “[QUOTE CONTINUED].”

(Ex. “*The ASPCA’s Adopt a Horse Month is a wonderful opportunity for [ORGANIZATION] to raise awareness about the horses we have available for adoption and place them in good homes,” said Jane Doe, Executive Director of the ABC Rescue. “We are thrilled to be a part of the campaign and we encourage our local community to lend their support during the month of May to help us find loving homes for horses.”)*

Motivated by the results of ASPCA [research](https://www.aspcapro.org/encouraging-research-regarding-homes-horses) suggesting there could be approximately 2.3 million adults in the U.S. with both the resources and desire to adopt a horse in need, Adopt a Horse Month is focused on increasing the number of equines adopted across the country.

[Please feel free to use this ASPCA quote in your release.] “The ASPCA is committed to supporting the many groups nationwide, including [ORG NAME], working tirelessly to find safe, loving homes for the horses in their care, and Adopt a Horse Month provides an impactful way for these groups to reach potential equine adopters,” said Dr. Emily Weiss, vice president of ASPCA Equine Welfare. “We are in awe of the innovative and thoughtful ways this year’s participants are finding more homes for horses and raising awareness about equine adoption within their community.”

For those interested in adopting, please visit [MyRightHorse.org](http://www.myrighthorse.org), the ASPCA’s online adoption platform specifically for equines, to view horses looking for a home. For more information about Adopt a Horse Month, including a list of participating organizations, visit ASPCA.org/AdoptaHorseMonth. The ASPCA is asking all animal lovers across the country to share adoptable equines on their social media channels using the hashtags #AdoptaHorse and #RightHorse.

For more information about [RESCUE NAME], please visit [RESCUE WEB SITE URL].

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