FOR IMMEDIATE RELEASE: (Date)
FOR MORE INFORMATION, CONTACT: (Your Name, Title, Phone, and E-mail Address)

(Your Organization Name) Gives Lessons in Kindness to (Your Town Name) Schools

This school year, (Your Organization Name) is reaching (Your Service Area or Town Name)'s youngest citizens with lessons in kindness to animals. (Your Organization Name) is providing (Number of Classrooms Your Organization has Adopted) (Your Service Area or Town Name) elementary-school classrooms with the children's magazine *Kind News* to help teachers encourage good character in children. The magazine teaches children about proper pet care, respect for wildlife and other topics through articles, activities, projects, and puzzles.

In (Month/Year You Began The Program), (Your Organization Name) started an Adopta-Classroom program to fund the initiative and has received donations from individuals, community groups, and businesses such as (Any Particular Sponsors You Wish to Recognize). The Adopt-a-Classroom program and *Kind News* will be a vital part of (Your Organization Name)'s efforts to solve animal-related problems in (Your Service Area), including pet overpopulation, neglect, and cruelty.

(Your Organization Name) is seeking individuals to further support the program to achieve its goal of adopting (Your Goal for Numbers of Classrooms Adopted) classrooms.

Donors may select a specific classroom to receive these materials, or (Your Organization Name) can make the selection from their list of classrooms waiting to be adopted. Each \$30 tax-deductible contribution made to (Your Organization Name) for the Adopt-a-Classroom program provides a K-6 teacher and his or her class with 28 copies of *Kind News* and a teacher's guide five times during the school year. Teachers also have online access to reproducible worksheets to reinforce lessons in kindness.

To make a contribution or for more information about the Adopt-a-Classroom program, please contact (Your Organization Name) at (Phone Number) or visit (website).