

FOR IMMEDIATE RELEASE

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## Pound Dogs R US to Hold First Annual Doggie Bake Sale on Saturday

Home made cookies straight from the oven. Savory beef stew. Toothsome milkbones. No, you didn't misread that last part. These are some of the items that local canine rescue group, Pound Dogs R Us will be offering for sale at their first annual Doggie Bake Sale at Mayberry Towne Center on Saturday, September 1.

Using all-natural ingredients that are safe and healthy for your canine family member, members of Pound Dogs R Us will cook up some savory treats for Rover. Proceeds will go toward veterinary expenses for the dogs they pull from the Mayberry Humane Society. The group's stand will be located right outside the Food Mart and will be open from 10 a.m. to 2 p.m.

Members will also be showing off two of their latest rescues, "Holly," a Labrador mix and "Sparky," a Chihuahua. Adoption applications for these and other dogs will be available as well.

In addition to home baked dog biscuits, the group will also be selling hot dogs and brownies for "pet parents."

Since 2003, Pound Dogs R Us has worked with the Mayberry Humane

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Society to help place abandoned dogs in good homes. Through our network of foster homes, we vet and train dogs so they can be lifelong family members. For more information about Pound Dogs R Us, please visit our website [www.pounddogs.com](http://www.pounddogs.com).

*So, what makes this a good press release? First, the writer used a catchy opening, known in newsroom lingo as a "lead." This hooks the reader into reading more about the event. The release also answers the five W's (who, what, when, where, and why). Also, the important details (the fund raising event) are at the top of the release while the not-so-necessary information is at the bottom. (This is known as the Inverted Pyramid). And also the writer tried to use AP style as much as possible; that's why it says "a.m." not "AM." This release is also double-spaced to allow the editor to make comments. Finally, the first page ends with "-more-" and the second page begins with an abbreviated title and page number. This lets the reporter or editor know there is a second page.*

Thank you for reading this sample. Please feel free to copy and distribute this sample press release on a non-commercial basis with other members of your rescue group or other groups.

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