**Alley Cat Allies**

**Global Cat Day**

**SAMPLE PRESS RELEASE**

**For emailed press releases**: Copy and paste the entire press release into the body of your email, adding a short pitch note at the top to introduce the press release.

**For faxed press releases**: Print on organization letterhead or place organization logo on the press release.

[YOUR ORGANIZATION’S NAME]

**For Immediate Release:** [DATE]

Contact: [NAME, EMAIL, PHONE]

**[YOUR ORGANIZATION’S NAME] Joins Global Cat Day to Advocate for Cats in [CITY, STATE]**

*Encouraging people to sign the Global Cat Day pledge to advocate for cats*

[CITY, STATE]— [YOUR ORGANIZATION’S NAME] will honor Global Cat Day on Oct. 16 by encouraging people in [CITY, STATE] to stand up for policies that protect all cats in their communities. By signing a pledge on [GlobalCatDay.org](http://www.GlobalCatDay.org), people can support advocacy efforts for all cats, including the cats who call the outdoors their home.

“Community cats, also called feral cats, are self-reliant animals who are totally comfortable outside with no need for human companionship,” said [YOUR SPOKESPERSON’S NAME AND TITLE]. “But too often, local policies lead to these cats being taken from the only home they’ve ever known – the outdoors – and killed. We’re taking action to protect all cats in our community.”

GlobalCatDay.org includes short videos explaining the nature of community cats, plus the Global Cat Day pledge:

*“I pledge to be an ally to cats, including those who call the outdoors their home. I will advocate for compassionate policies that protect every cat in my community.”*

On Oct. 16, hundreds of thousands of groups and people will come together at events worldwide to advocate for community cats and raise awareness about Trap-Neuter-Return (TNR), the only humane and effective approach to community cats.

“It’s very exciting that interest in advocating for outdoor cats is coming from so many corners of the globe, including [YOUR ORGANIZATION], because it’s more evidence that this is now truly an international movement,” said Becky Robinson, president and founder of Alley Cat Allies. “Global Cat Day is our collective call-to-action for this movement.”

In 2017, Global Cat Day evolved from what was previously known as National Feral Cat Day®, which Alley Cat Allies created on its 10th anniversary in 2001 to promote [(TNR)](https://www.alleycat.org/our-work/trap-neuter-return/), raise awareness about community cats, and recognize the millions of compassionate Americans who care for them. Because compassion knows no borders, international participation in the event grew each year. Engagement for this year’s inaugural Global Cat Day came from more than 40 countries, from Australia to the United Kingdom, Belgium to Brazil, Saudi Arabia to South Africa and many more.

Follow all the excitement for Global Cat Day on social media with the #GlobalCatDay hashtag.

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[SHORT “BOILERPLATE” INFORMATION ABOUT YOUR ORGANIZATION. EXAMPLE: Kool Kitties is a nonprofit organization based in Smithtown, RI, that supports and promotes Trap-Neuter-Return as the best course of action for community cats. For more information, visit www.koolkitties.com.]