

## SAMPLE PRESS RELEASE

### For more information

**INSERT Name, Organization:    Phone:            Email:**

### **[INSERT COMPANY] IS CELEBRATING THE PROS**

**[INSERT COMPANY]** is Celebrating Canine Companions® Service Dogs During National Service Dog Month  
**[CUSTOMIZE HEADLINE AS NEEDED]**

**[MARKET] [INSERT DATE]** – September is National Service Dog Month, and **[INSERT COMPANY]** is celebrating the PROS with national non-profit Canine Companions who created the concept of service dogs nearly 50 years ago.

Nearly 1 in 4 people in the U.S. have a disability. Many face physical barriers to meeting daily needs, such as turning on light switches and carrying groceries. Canine Companions transforms the lives of people with disabilities by providing expertly trained service dogs to help with these types of tasks — as well as provide unconditional love and acceptance.

**[INSERT COMPANY]** and Canine Companions are leading the way to educate the public on service dogs and the life-changing work they do for people with disabilities. Hundreds of people across the country are on the waitlist for a Canine Companions service dog.

A service dog is specially trained to perform tasks to help a person with a disability to live with greater independence. You can test your service dog knowledge and learn more about service dogs by taking this fun quiz. [\[link to quiz\]](#)

Did you know service dogs and their handlers are allowed to go anywhere the public is allowed? There are other types of dogs that don't have access to public places, though like emotional support animals. Learn the difference between these types of dogs in your community here [\[link to infographic\]](#).

**[COMPANY]** knows how important it is that service dog teams can get around public places safely and confidently. In honor of National Service Dog Month, **[COMPANY]** is asking you to raise a paw to protect the rights of service dogs and their handlers. [\[link to pledge\]](#)

**[INSERT QUOTE FROM COMPANY LEADERSHIP]**

Become an educated service dog expert by visiting [canine.org/serviceDogMonth](http://canine.org/serviceDogMonth).

### **About [INSERT ORGANIZATION]**

**[INSERT BOILERPLATE TEXT ABOUT YOUR ORGANIZATION]**

### **About Canine Companions**

Canine Companions® is leading the service dog industry so our clients and their dogs can live with greater independence. Canine Companions provides service dogs to adults, children and veterans with disabilities and facility dogs to professionals working in healthcare, criminal justice and educational

settings. Established in 1975, Canine Companions is a nonprofit 501(c)3 and has six regions across the country serving all 50 states. Learn more at [canine.org](http://canine.org) or call 1-800-572-BARK.

**CONTACT:**

INSERT NAME | COMPANY | PHONE | EMAIL

CANINE COMPANIONS

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