

## Template News Release for Recipients of Accelerator Improving Access to Care Grants

INSERT YOUR ORGANIZATION'S  
LOGO HERE



### NEWS RELEASE

For Immediate Release

## <<ORGANIZATION NAME>> RECEIVES \$\_\_\_\_\_ GRANT FROM PETSMART CHARITIES OF CANADA™ TO IMPROVE ACCESSIBLE VETERINARY CARE

**Month XX, 2023— CITY, PROVINCE** – Nearly 1 in 5 pet parents in Canada have wanted or needed preventive care for their pets, but have not been able to access it due to affordability or inability to get an appointment. Without regular veterinary care, minor pet health issues often become bigger, costlier problems; and preventable diseases can be passed on to people and other pets. Rising costs and other barriers mean these pets struggle to access services such as spay/neuter procedures, vaccinations and critical medical and preventative care. With as many as 60% of households now including pets, this issue affects families in nearly every community.

PetSmart Charities of Canada has committed \$18 million over the next five years toward improving access to veterinary care. The “Accelerator” low-cost veterinary care grant program is a key part of this effort. These grants support the expansion of low-cost veterinary care by funding growth and operations for up to four years for nonprofit clinics looking to expand their services, serve their communities better and inspire other veterinary providers by sharing their experiences.

The grant made to <<organization name>> in the amount of <<\$>> will support the expansion of <<describe details of your program here. >> The anticipated impact on local pets and families includes: <<describe the ways in which the funding will help pets and people thrive. >>

“Insert a quote here about how your program/initiative will mean to your organization and those you serve,” <<insert title and organization name here>>. <<Your quote should provide information about why providing affordable care is important to your region /organization/mission.>>

Overwhelmingly, people consider their pets important members of the family. Pets make a significant impact in the health and wellness of the people they love. This grant will enable more families to get the preventative and standard care that ensures their pets thrive at home and stay out of shelters.

“The veterinary system is in crisis,” said Kate Atema, director of community grants and initiatives at PetSmart Charities of Canada. “Rising costs are putting standard veterinary care out of reach for too many pet-owning families across Canada. We need innovative solutions that make veterinary care affordable for the families in every community who want the best for their four-legged companions but struggle to meet the cost of vet care. We’re inspired by the incredible work <<your organization’s name>> is doing to create solutions that will build strong families and a healthy community.”

<<Optional: Add an impact story and image about a local pet/family you’ve served. Insert how members of the community can find out more information about your basic pet care services>>.

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**About <<Organization Name>>**

Insert a short paragraph here about your organization, its mission, and be sure to include your website and social media channels.

**About PetSmart Charities of Canada™**

[PetSmart Charities of Canada](http://www.PetSmartCharities.ca) is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in all PetSmart® stores across the country, PetSmart Charities of Canada helps thousands of pets connect with loving families each year. PetSmart Charities of Canada also provides grant funding to support organizations that advocate and care for the well-being of all pets and their families. Our grants and efforts connect pets with loving homes through adoption, improve access to affordable veterinary care and support families in times of crisis with access to food, shelter, and emergency relief. Each year, thousands of generous supporters help pets in need by donating to PetSmart Charities of Canada directly at [PetSmartCharities.ca](http://PetSmartCharities.ca), while shopping at [PetSmart.ca](http://PetSmart.ca), and by using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities of Canada efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in Canada, granting more than \$25 million since its inception in 1999. Independent from PetSmart LLC, PetSmart Charities of Canada is a registered Canadian charity. To learn more visit [www.PetSmartCharities.ca](http://www.PetSmartCharities.ca).

**Media Contact:**

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if they want more information)  
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