

Template News Release for Accelerator Grantees (CAN)

INSERT YOUR
ORGANIZATION'S LOGO
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NEWS RELEASE

For Immediate Release

[ORGANIZATION NAME] RECEIVES [\$ AMOUNT] GRANT FROM PETSMAST CHARITIES OF CANADA TO EXPAND ACCESS TO VETERINARY CARE

Funding Will Help [City/Region] Pet Families Access the Affordable Veterinary Care They Need

CITY (Month day, year) — [Organization Name] has received a [\$ amount] grant from PetSmart Charities of Canada to help more local pet families access affordable veterinary care.

A recent [PetSmart Charities of Canada-Gallup State of Pet Care Study](#) revealed 50 percent of pet parents skipped or declined veterinary care, largely due to financial concerns. This funding will support [brief description of program/project such as helping remove barriers to care such as cost, transportation, or limited appointment availability]. Through this grant, [organization name] expects to [describe expected outcomes, such as increasing spay/neuter surgeries, expanding vaccine clinics, adding staff, extending hours, purchasing equipment, or reaching more families].

“This grant will help us [insert what the funding will make possible],” said [Name, Title] of [Organization Name]. “[Add a quote about why affordable veterinary care matters in your community and how this funding will help pets and people stay together and thrive.]”

Millions of pets across Canada lack access to the veterinary care they need. In 2023, [PetSmart Charities of Canada](#) responded to that reality with a commitment of more than \$18 million over five years to dismantle the financial, geographical and logistical barriers standing between pets and the care they deserve. Through its Accelerator grant program, PetSmart Charities of Canada supports nonprofit and low-cost veterinary providers working to expand services and reach more families in need.

“Pets are family, and access to veterinary care is critical in ensuring they stay healthy and remain in their loving homes,” said Aimee Gilbreath, president of PetSmart Charities of Canada. “When care is declined or skipped due to finances, small medical issues can become serious and far more expensive. We’re proud to partner with [Organization Name] to help create practical, sustainable goals that meet the needs of their community.”

[Recommended: Add a short local impact story and image about a pet or family served through your program. Include a link or call to action so community members can learn more about available services.]

About [Organization Name]

[Insert a short boilerplate about your organization, mission, services, website, and social media channels.]

About PetSmart Charities of Canada

PetSmart Charities of Canada® is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in PetSmart® stores across the country, PetSmart Charities of Canada has helped over 400,000 pets find loving homes. 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, while shopping at PetSmart.ca, and by using the PIN pads at checkout registers inside Canadian 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 \$40 million since its inception in 1999. PetSmart Charities of Canada is a registered Canadian charity.

To learn more or make a donation, visit PetSmartCharities.ca.

Media Contact

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[Title]

[Organization]

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