

Subject Line: Orange County Animal Services Celebrates National Love Your Pet Day

Charlie Innis

Reporter for The News & Observer

cinnis@newsobserver.com

Dear Charlie:

One unique trait makes us human, our love of our pets, and after all pets have done to provide joy during the pandemic, we should nationally celebrate them.

National Love Your Pet Day is on February 20, 2021. To observe this holiday, Orange County Animal Services is holding Zoom meet and greets from February 13 to February 19, so that prospective owners can meet the lovable companions that are ready to be adopted. We would love for these owners and pets to be able to celebrate National Love Your Pet Day together in their forever home.

After reading your December 30 article, “How important are Triangle’s animal shelters in a pandemic? A lot, actually,” I thought this story would appeal to your audience.

Orange County Animal Services would be happy to provide profiles and pictures of pets ready to be adopted, exclusive access to our organization for interviews and invite you to attend these Zoom meet and greet sessions.

I will send another email to discuss a possible interview and include a media kit by February 11, 2021. I look forward to speaking with you.

Sincerely,

Lia Esposito

Media Director