SAMPLE PRESS RELEASE:

**[COMPANY] Announces Sponsorship of Pet Care Trust’s Pets in the Classroom Grant Program and Dogs in the Classroom Program**

[Company], [short description of company], is pleased to announce its sponsorship of the Pet Care Trust’s Pets in the Classroom and Dogs in the Classroom programs. Pets in the Classroom is an educational grant program that provides grants to pre-kindergarten through 9th grade teachers in both private and public schools for the purpose of purchasing and maintaining classroom pets. The Dogs in the Classroom program – which was created in partnership with Pet Partners, the nation’s leading organization registering therapy animals for animal-assisted interventions – strives to bring well-trained and thoroughly screened therapy animal teams to select schools in an effort to improve the health and well-being of students.

The programs were established by the Pet Care Trust to provide children with an opportunity to interact with pets — an experience that can help to shape their lives for years to come.

[QUOTE from company Representative]

Classroom pets are making a substantial impact in the lives of students. Through [a survey](https://petsintheclassroom.org/2023-teacher-survey-results/) conducted in the spring of 2023 by the Pets in the Classroom grant program, teachers across the U.S. and Canada shared valuable insight into the multitude of ways that students are benefiting from interacting with pets in an educational setting:

* 98% of teachers saw an increase in empathy and compassion, thanks to a classroom pet.
* 98% of teachers saw an increase in student responsibility.
* 98% of teachers saw an increase in student engagement.
* 96% of teachers saw an increase in social skills.
* 95% of teachers saw some decrease in anxiety among students.
* 93% of teachers surveyed saw an improvement in students' self-esteem.
* 87% saw a decrease in necessary student disciplinary measures.
* 80% of teachers saw an improvement in attendance due to their classroom pet.
* 79% of teachers saw an improvement in test/academic performance.

The survey results, which included hundreds of stories shared by teachers, reinforce the results of numerous [studies](https://www.petsintheclassroom.org/research/): there are many benefits that pets can provide to students, especially in the form of social-emotional support. Through their sponsorship, [COMPANY] will impact the lives of thousands of students.

Learn more about the impact that the Pet Care Trust is making by visiting [www.PetsintheClassroom.org](http://www.PetsintheClassroom.org).

About the Pet Care Trust:

The [Pet Care Trust](https://www.petsintheclassroom.org/about/) is a non-profit, private foundation that promotes the public understanding of the joys and benefits of pets through education, support and interaction. In 2010, the Pets in the Classroom grant program was established by the Pet Care Trust with the knowledge that classroom pets can be a valuable teaching tool that many teachers do not have access to because of a lack of funding. The program provides financial support to teachers to purchase and maintain small animals in the classroom, providing children with an opportunity to interact with pets — an experience that can help to shape their lives for years to come. In 2021, the Pet Care Trust launched the Dogs in the Classroom program, which strives to bring well-trained and thoroughly screened therapy animal teams to select schools to promote positive academic outcomes and improve the health and well-being of students.

For more information on The Pet Care Trust, visit www.petsintheclassroom.org.

About [Company]: