



Media Kit

A Community Fundraising Event Benefiting Blue Ridge Humane Society

1. Event Overview & Fact Sheet

What is Paws for a Purpose?

Paws for a Purpose is a collaborative community event bringing together local businesses to raise funds and awareness for **Blue Ridge Humane Society (BRHS)**. Throughout the event, businesses will host fundraisers, donation drives, and special promotions, with proceeds benefiting BRHS programs that support pets and people in our community.

Event Details

- **Dates:** April 11-13, 2025
- **Location:** Participating businesses across Henderson County
- **Event Website:** www.blueridgehumanesociety.com/pawsforapurpose
- **Contact:** events@blueridgehumanesociety.org | 585-797-9300

Why It Matters

- BRHS provides **vital services** including adoption programs, veterinary assistance, spay/neuter initiatives, and pet food distribution.
- In the **last year**, BRHS has:
 - Found homes for **968 pets**
 - Provided **79,456 pounds of pet food** to local families
 - Assisted **1,200 pet owners** with \$10 spay/neuter
- Every dollar raised helps pets and their people thrive!

2. Press Release

FOR IMMEDIATE RELEASE

[Date]

Local Businesses Unite for Paws for a Purpose to Benefit Blue Ridge Humane Society
Hendersonville, NC – Local businesses are teaming up for *Paws for a Purpose*, a community-wide fundraising event benefiting Blue Ridge Humane Society (BRHS). This initiative brings businesses and animal lovers together to raise critical funds for pets in need.

From [event start date] through [event end date], businesses across [region/city] will host unique fundraisers, including special promotions, percentage-of-sales donations, and pet supply drives. Each participating business will help provide essential resources for pets and families in need.

"Paws for a Purpose is an opportunity for our community to come together in support of homeless and at-risk pets," said [Name, Title] at BRHS. "We are grateful for the generosity of our local businesses and supporters who help make a difference."

Customers can support *Paws for a Purpose* by visiting participating businesses, donating directly to BRHS, or attending special fundraising events. A full list of fundraisers and businesses can be found at www.blueridgehumanesociety.com/pawsforapurpose.

For more information, interviews, or media inquiries, please contact:

Email: events@blueridgehumanesociety.org

3. Social Media Toolkit

Social Media Handles

- **Facebook:** facebook.com/blueridgehumanesociety
- **Instagram:** [@blueridgehumanesociety](https://instagram.com/blueridgehumanesociety)

Hashtags

#PawsForAPurpose #SupportLocalPets #BlueRidgeHumane #FundraiseForPets

Suggested Social Media Posts

Post #1 – General Announcement

We're excited to be part of *Paws for a Purpose*, supporting **Blue Ridge Humane Society**! From [date] to [date], stop by [business name] to participate in our fundraiser. Every purchase/donation helps pets in need. Visit www.blueridgehumanesociety.com/pawsforapurpose to learn more!

Post #2 – Reminder

Join us this week for *Paws for a Purpose*! [Business name] is giving back to Blue Ridge Humane Society by [donating X% of sales, hosting a donation drive, special event]. Your support makes a difference for pets and families in our community. Stop by and help us make an impact!

Post #3 – Last Chance to Donate

Only a few days left to support *Paws for a Purpose*! Help us reach our goal by shopping, dining, or donating at [business name] before [event end date]. Together, we can make a big difference for pets in need!

4. Graphics & Branding Materials

- [Download High-Resolution Event Logos and Promo Materials](#)

5. Contact Information

For media inquiries, promotional support, or general questions, please reach out:

Email: events@blueridgehumanesociety.org

Website: www.blueridgehumanesociety.com/pawsforapurpose