**Press Release Template**

Your Local Club or Organization **[Letterhead]**

FOR IMMEDIATE RELEASE

**[Club or Organization Name]** IN RECOGNITION OF RESPONSIBLE DOG OWNERSHIP (RDOG) DAY

-- **[Town, Province]** Residents to Participate in Nationwide Celebration This September --

**[Town, Province, Date]** — [Club or Organization Name] announced today  
that they will be celebrating Responsible Dog Ownership (RDOG) Day on **[date]**

With the support of the Canadian Kennel Club, the goal of this initiative is to help educate the public about the responsibilities of dog ownership and help enhance the relationship between our pets and our communities.

**[enter your organization’s event info: date, time, activities, etc.]**

Responsible Dog Ownership (RDOG) Day is a national celebration of the devotion, loyalty and friendship that the dogs in our communities offer us. It is supported by like-minded organizations and individuals across Canada and recognized at events, which generally take place during the third week of September, and culminate in the “National Walk of Support” on that Saturday, which is RDOG Day.

Learn more about RDOG Day at [www.ckc.ca](http://www.ckc.ca)

Media Contact:

**[Your Name, Your Organization, Phone Number, Web and Email Address]**