



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 10-12, 2026
- **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, low cost spay/neuter initiatives, affordable vaccines, 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 Angela Prodrick, Executive Director 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://www.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