**FOR IMMEDIATE RELEASE
Date:**

**Contact:**

# ****<Organization name> Has Adopted Socially Conscious Animal Sheltering****

<Organization name> has been practicing Socially Conscious Animal Sheltering as a responsible and humane practice to best protect and serve animals and residents in <county name>. Socially Conscious Animal Sheltering is an acclaimed best practice in animal welfare, and many animal welfare organizations and animal welfare industry associations across the nation are adopting the practice.

Socially Conscious Animal Sheltering is a framework developed by animal welfare thought leaders in Colorado and subsequently endorsed by the Colorado Veterinary Medical Association. Socially Conscious Animal Sheltering strives to create the best outcome for all animals by treating them respectfully and alleviating their suffering. The mission is to maximize live outcomes for animals, while also balancing animal well-being and public safety. Fundamental goals of Socially Conscious Animal Sheltering are:

• Ensure every unwanted or homeless pet has a safe place to go for shelter and care. <Organization name> will not turn away animals in need of assistance.

• Make every healthy and safe animal available for adoption. <Organization name> will not offer for adoption animals that are irremediably suffering or dangerous to the community.

• Assess the medical and behavioral needs of homeless animals and ensure those needs are thoughtfully addressed. <Organization name>, through its medical team and its animal behavior and enrichment team, provides a holistic approach to ensuring each animal's needs are met.

• Align <Organization name> policy with the needs of the community. <Organization name> recognizes its responsibility to the public trust and ensures its programs and policies reflect and support this obligation.

• Alleviate suffering and make appropriate euthanasia decisions. <Organization name> often accepts animals that are irremediably suffering and cannot live without experiencing severe, unremitting pain or other serious health challenges. In these situations, it is most humane to relieve an animal's suffering with compassionate euthanasia.

• Consider the health and wellness of animals for each community when transferring animals. <Organization name> participates in animal transport programs where animals are taken from other shelters or rescues to areas of the country that are experiencing a shortage of shelter animals. These win-win programs save thousands of animals lives each year. However, it is also important that animals transported through these programs do not suffer from physical or behavioral defects that could endanger animals or people in their new communities.

• Enhance the human-animal bond through thoughtful placements and post-adoption support. <Organization name> works with potential adopters to make sure animals they select are suitable matches for their lifestyles, the adopter can properly care for and handle the animal and other factors to make certain the placement is successful. <Organization name> provides post-adoption support to adopters to ensure the placement thrives.

• Foster a culture of transparency, ethical decision-making, mutual respect, continual learning and collaboration. <Organization name> remains committed to upholding the highest ethical standards in meeting its mission.

For more information about Socially Conscious Animal Sheltering, please visit [scsheltering.com](http://scsheltering.com).