



Immediate Release

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Humane Society of Central Texas offers free adoptions until end of November in urgent effort to rescue animals from possible euthanasia.

HSCTX offers support for potential adopters and fosters in wake of recent increase in surrendered animals.

Waco, Texas (April 9) – The Humane Society of Central Texas, after a recent increase in surrendered animals is encouraging McLennan County citizens to consider adopting or fostering a pet at no cost in an effort to save the lives of the shelter’s residents.

The shelter has been at full capacity for three weeks. The recent increase in cost of living has left many pets searching for homes. Along with headline inflation, dog owners spend hundreds of dollars a year on veterinary visits, food and boarding, according to the American Pet Products Association.

The companionship of a pet, however, is priceless. Until November, all adoption fees on dogs, cats, and even a few birds have been waived at the Waco shelter.

If you are interested in learning more about some of the adoptable animals, don’t get overwhelmed by the responsibilities of pet ownership. The Humane Society and the City of Waco are offering support for potential adopters and fosterers:

- No adoption fee (normally \$50-100 depending on age of animal)
- Events to learn about & meet pets
- Free spay/neuter for owned pets
- [Waco Animal Coalition](#)—A collaboration of Waco non-profit organizations and animal welfare agencies offering resources, events, and information to local pet owners.
- [Waco Pets Alive!](#)—Waco Pets Alive! assists local citizens with their pet-related needs and saves the lives of at-risk animals at the shelter through resources, education, and programs.

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There are currently about 200 furry companions looking for their forever home:

- Over 340 adoptable dogs
- About 40 breeds of dog
- Thirty-two puppies (6 months or younger)
- Ten kittens

“I want my fellow McLennan County citizens to please come by and adopt or learn more about fostering. If even just 200 people agreed to foster or adopt, we’d clear half the animals out of the shelter,” Carol Barkely, executive director of the Humane Society of Central Texas said.

For more information, visit <https://www.humanesocietycentraltexas.org/>

About HSCTX

The Humane Society of Central Texas is an Animal Shelter improving the lives of animals and humans in Waco, Texas through adoption, rescue and foster opportunities and community education. We are currently a No Kill shelter connecting animals with their forever homes.

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Source

[Animal shelters are overwhelmed by abandoned dogs. Here's why.](#)

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Distribution list

Waco Tribune-Herald—Waco Tribune-Herald is a local daily newspaper. It has both a print and online version, and functions primarily as a hard news source, meaning it would reach potential adopters and fosterers quickly. They also have a lifestyle section, which is more likely to be visited by pet owners or others interested in getting a pet.

Wacoan—Wacoan is a local monthly lifestyle magazine. If distributed far enough in advance, it could reach an audience of readers who are already interested in lifestyle topics, including home and family (pet) features. This would likely be fastest in person or via phone.

The Baylor Lariat—The Baylor Lariat is read by Baylor students, faculty, community members, parents, and more. This would inform a variety of potential adopters and increase conversation on the topic (parent social media posts, etc.)

KWTX—KWTX contains the local CBS television news affiliate and 2 radio stations. By distributing the release to this station via email, phone, or in person, a brief mention on one or more of these programs would increase awareness. KWTX also has a website that could post the release or be advertised on.

KXXV—KXXV is the local ABC television affiliate. Distributing the release to this station via email, phone, or in person, a brief mention on the program would increase awareness. The release or advertisements could also be included on the website.

KCEN—KCEN is the local NBC television affiliate. Distributing the release to this station via email, phone, or in person, a brief mention on the program would increase awareness. The release or advertisements could also be included on the website.

City of Waco website—The City of Waco website is primarily directed towards tourists, but includes pages for events and meetings that can be used by locals. Posting the release, a reduced version, or information about any related events could reach locals as well as any tourists looking for a long-term souvenir. They also have a newsletter—most likely read by Waco citizens interested in events and local updates—that would be an essential place to include this release.

Veterinary offices/social media—Distribute physical releases or reduced versions to local veterinary offices to display/notify patients. Offer virtual versions as well.

Pet stores/social media—Distribute physical releases or reduced versions to local pet stores to display/notify customers. Offer virtual versions as well.

Additional Social Media and PR Strategies

Facebook—Post release or reduced version on shelter profile page and local adoption pages. Use simplified version of release for advertisement on the platform if the budget allows.

Instagram—Post release or reduced version on shelter profile page. Use simplified version of release for advertisement on the platform if the budget allows.

TikTok—Create and post videos highlighting adoptable animals and urgency of situation. Use simplified version of release for advertisement on the platform if the budget allows.

Website—Create pop-up or element within website informing visitors of waived adoption fee and the urgency of the situation. Viewers should also be able to view adoptable pets from this pop-up or element.

Reddit—There have been several posts on Reddit related to the shelter, so the release or reduced version could be posted on an existing thread.

Twitter (X)—Post release or reduced version on shelter profile page or in response to local adoption pages.

Social media advertisement—Most social media platforms offer paid advertisement opportunities for businesses. One of these options uses phone location to target local potential customers. If advertisement would work within the shelter budget, this would reach a wider (primarily young) audience, even if they are not already aware of the shelter or seeing their content.

Events—There are several different event opportunities to spread awareness. The shelter would host events for potential adopters and fosterers to meet adoptable animals. Another event could partner with a pet store or thrift store to equip new pet owners with the supplies they need.

Partnerships—A meet and greet at Baylor would allow young potential adopters and fosterers to meet adoptable animals, an important opportunity for more physically demanding or high energy pets. Magnolia would be another asset in recruiting locals that could adopt or foster. Flyers or other advertisement in local restaurants and businesses would also increase circulation. Similarly, willing restaurants could partner with the Humane Society to donate a small amount of proceeds from their earnings for a certain amount of time. Pop-up events at local grocery stores, malls, and other central areas where volunteers/staff—along with a few well-behaved adoptable animals—pass out flyers with information encouraging adoption.