

Promoting Your Walk Event

Everyone loves a feel-good event with therapy animals! The World's Largest Pet Walk, presented by Wellness Pet Company, on September 27 is the perfect opportunity to engage your local community, highlight your work with therapy animals, and promote the benefits of the human-animal bond.



Social Media

Boost your event's visibility by sharing it on social media and encouraging your followers to do the same. We've provided ready-to-use **social media posts, graphics, and a short video** in this toolkit to help you get started.

- **Create an official Facebook event** and invite people to join. This allows you to track attendance, send reminders, and expand your reach.
- **Encourage engagement** by sharing photos of your pet(s) getting ready for the walk and asking others to do the same!

Local Media

Want to get media coverage for your walk? We've included a media advisory template in this toolkit that you can personalize with your event details. Follow these steps to increase your chances of getting local news coverage:

- **Find local media contacts** – Search online for the top news outlets in your area, including ABC, CBS, FOX, NBC, and local newspapers.
- **Reach out to assignment desks** – Visit news websites to find contact info for their assignment desk and send a personalized email with your media advisory.
- **Follow up** – If you don't hear back, follow up with a phone call a day or two later.

Online Event Calendars

Many local news stations, city websites, and community boards have free event calendars. Adding your walk to these listings is an easy way to attract more participants and get local attention. Keep your listing simple yet informative.

Share Your Success!

If your event gets media coverage, we'd love to hear about it! Send a link to press@petpartners.org so we can celebrate your success.