



Pet Partners Pet of the Year Talking Points

- The 2025 Pet Partners Pet of the Year competition takes place from March 3 – April 14.
- Pet Partners Pet of the Year is a six-week fundraising competition; our goal is to raise over \$100,000.
- The funds raised support the Pet Partners Therapy Animal Program, which connects therapy animal teams with people and communities in need nationwide.
- There is no fee to participate; however, the pet who raises the most money through fundraising will be crowned the winner. Pet parents and other supporters can get other prizes as they reach certain fundraising levels.
- Nominate your pet or someone else's pet; the entry deadline is March 17.
- Any pet can be nominated to compete for Pet Partners Pet of the Year. Candidates don't have to be registered therapy animals; however, they should be registered with Pet Partners if they are therapy animals. Pets who have crossed the rainbow bridge can also participate.
- Friends, family, and other supporters can register as part of your pet candidate's fundraising team.
- Last year, the Pet of the Year was a miniature horse that raised more than \$17,000!
- You can nominate a pet and get more information at petpartners.org/petoftheyear.

General Pet Partners Talking Points

- Pet Partners' mission is to improve human health and well-being through the human-animal bond. This bond improves the physical, social, and emotional lives of those we serve and benefits the animals as well.
- Our volunteer therapy animal teams make millions of visits each year. We're in all 50 U.S. states, Canada, and over a dozen other countries.
- Most Pet Partners therapy animals are dogs, but we also register cats, horses, donkeys, rabbits, guinea pigs, domestic rats, birds, miniature pigs, and llamas and alpacas.
- Pet Partners teams visit hospitals, eldercare centers, schools, libraries, court systems, veterans' health facilities, airports, transit stations, and many more places where people in need can benefit from animal companionship.
- The need for therapy animals is greater than ever. To learn more about giving back to your community and sharing your pet's unconditional love, go to petpartners.org/volunteer.

Interview & Media Tips

- Know your key talking points and keep your responses short and simple. You might be nervous and feel the need to “fill the space” and ramble, but don’t.
- Stay calm. Avoid nervous laughter or filler words such as “um.”
- Practice. Have a friend pretend to interview you, and even better, tape it! Then, you can watch or listen to the replay and see where you can improve.
- Be enthusiastic! Show your passion for your pet and for your work as a volunteer.
- Please focus your conversation on Pet Partners program-level activities and initiatives, such as the overall purpose of Pet Partners teams. If you or your group are involved with specific local activities, make it clear that these are what you are doing just in your local community.
- Pet Partners visits may not exceed two hours per day, in total, including media events. This is for safety and liability reasons and to ensure the well-being of our volunteers and animals.
- Costumes other than seasonal scarves are not permitted while visiting or during media events. The reasons include safety, professionalism, and allowing clients to touch and interact with the therapy animal directly.
- We encourage you and your therapy animal to wear official Pet Partners gear (vest, bandanna, or leash for animals), especially for on-camera interviews!