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# [Your Organization's Name] Press Release

#### FOR IMMEDIATE RELEASE

[Date of Release]

### **Media Contact:**

[Your Organization's Media Contact Name], [Contact's Title]
[Your Organization's Name]
[Your Media Contact's Phone Number], [Your Media Contact's Email]
[Your Organization's Website]

# March Muttness 2025 Returns: A Thrilling National Fundraising Tournament for Animal Shelters!

[City, State] – Get ready for the ultimate showdown of compassion and competition—March Muttness 2025 is back and bigger than ever! This nationwide, bracket-style fundraising tournament is uniting over 35 animal shelters from across the country, bringing together animal lovers in a high-stakes race to raise funds for homeless pets in need.

What makes March Muttness 2025 even more special? It's fueled entirely by community support! Every donation makes a meaningful impact on shelters and the animals.

## A Competition with a Cause

Originally founded by the **Humane Society of Southern Arizona** and the ultimate fundraising gamification platform, **March Muttness** began as a bold response to the cancellation of in-person fundraising events during the COVID-19 pandemic. Since then, it has transformed into an **electrifying annual tradition**, proving that **team spirit and generosity can change lives**. Last year, **38 participating teams** rallied together to raise over **\$430,000**, showcasing the **unstoppable power of community-driven fundraising**.

### **How It Works: Every Dollar Counts!**

This isn't your typical tournament! In **March Muttness 2025, donations determine the winners!** Every dollar donated pushes your favorite shelter closer to victory, giving them the **competitive edge** they need to advance.

Who will make it to the **Final Fur** and claim the ultimate title? That's up to you! Whether you're cheering for **[INSERT SHELTER NAME]** as they face off against **[INSERT OPPOSING SHELTER NAME]**, or simply want to **make a difference for animals in need**, **now is the time to get involved**.

### Join the Action!

As **March Muttness 2025** unfolds, we invite **YOU** to be part of this **unprecedented movement of generosity and friendly competition**. Follow the action, check the brackets, and support your favorite shelter at **www.MarchMuttness.org**.

Together, let's unleash kindness, ignite excitement, and make a lasting impact for homeless pets. The countdown is on—let the games begin!

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