

# FOR IMMEDIATE RELEASE

## **[SHELTER NAME] Joins March Muttness 2026, Calling on Community to Help Local Pets Win Big**

[CITY, STATE] – [MONTH DAY, 2026] – [SHELTER NAME] is proud to announce its participation in March Muttness 2026, a nationwide virtual fundraising tournament that brings animal shelters together in a friendly, bracket-style competition to raise critical funds for pets in need.

Hosted by the Humane Society of Southern Arizona, March Muttness runs through the month of March and gives shelters like [SHELTER NAME] the opportunity to rally support for their mission. Each week, shelters from across the country compete head-to-head in fundraising matchups, advancing through the tournament based on community donations.

“March Muttness gives our community a fun and meaningful way to support the animals who rely on us every day,” said [NAME, TITLE]. “Every donation helps us continue our work right here in [CITY/REGION].”

For [SHELTER NAME], March Muttness comes at a critical time. With rising costs of veterinary care, food, and daily operations, community-powered campaigns like this one play an essential role in ensuring local pets get a chance at a loving home.

The online donation page for [SHELTER NAME] will open on March 1. The first window for donations ends 48 hours later. In addition to giving, [LAST NAME OF QUOTE FROM ABOVE] hopes supporters will share the link and spread the word, inviting friends and family to join in.

“We’re excited to represent [CITY/REGION] in a national campaign that celebrates what local communities can do when they show up for animals,” explained [LAST NAME OF QUOTE FROM ABOVE]. “March Muttness gives our supporters a chance to cheer us on and be part of something bigger than our shelter alone.”

To learn more about March Muttness 2026 and donate, visit [CUSTOM URL].

### **About March Muttness**

March Muttness is an annual virtual fundraising tournament that supports animal shelters nationwide through friendly competition and community-powered giving. The campaign combines the excitement of bracket-style matchups with modern digital fundraising tools to help shelters raise awareness, engage new donors, and fund critical programs for animals in need.

### **About [SHELTER NAME]**

[INSERT YOUR SHELTER BOILERPLATE HERE]