

Alex Helm  
3/23/17  
Poynter  
JOUR 3420

## PART ONE:

Primary Audience: Young families  
Secondary Audience: College students

### Demographic details:

The city has a population of 113,383. The population density was 1,289.1 people per square mile. There were 46,211 housing units and 39,060 households in the city. There are 38,000 students enrolled at the University of North Texas and 13,000 students enrolled at Texas Women's University.

### Primary Local Media:

Denton Record Chronicle  
North Texas Daily  
KNTU 88.1 FM

### Strategy:

Invite families and students out for a spring afternoon pet picnic, where they can eat at local food trucks and play with pets.

### One word:

Local

### Two tactics:

A variety of local food trucks will be available for event-goers to choose from, and places to sit and eat will be set up. There will be a play area set up for people to play with the pets after they eat and get to know their future furry friend.

**FOR IMMEDIATE RELEASE**

Contact: Alex Helm, 214-789-7528

**Pet Protection Center to Hold Pet Picnic and  
Adoption Day**

*Community Invited to Adopt Shelter Animals, Enjoy Local  
Food Trucks*



**DENTON (Mar. 28, 2017)** - Dentonites love their food trucks, and love their animals even more. Why not combine the two? Join the Pet Protection Center in the first annual Pet Picnic and Adoption Day on Saturday, April 15, 2017 from 10:00 a.m. to 5 p.m. at 113 Clear Lake Circle Denton, TX 75062

"We invite Denton pet-friendly families to attend this event," Denton Mayor Chris Watts said.

In addition to food trucks and playtime with shelter cats and dogs, there will be pet education booths and entertainment from the University of North Texas KNTU radio. All cats and dogs are \$10, a reduced price from the usual \$35. They come with all shots and chips. In order to adopt a furry friend, a family member must take a cat and dog care class, which are available on-site every 30 minutes.

"This event provides a family-education opportunity and access to healthy animals ready for adoption," said Gail Varinces, Director of Shelter.

Event-goers are welcome to bring their own blankets, chairs and coolers, but additional picnic tables will be provided. All of these animals are looking for a forever home. Bring home a best friend and new furry family member.

Contact media relations director Alex Helm for information at 214-789-7528 or at [alexhelm@ppc.org](mailto:alexhelm@ppc.org). Follow our Twitter page @ppcpetpicnic.

###

The Denton PPC is an animal shelter which strives to place all its residents in loving homes. For more information,

call 214-765-4387 or visit [www.petprotectioncenter.org](http://www.petprotectioncenter.org).

[illegible]