



**August 1-7, 2021**

[www.assistancedogweek.org](http://www.assistancedogweek.org)

## **2021 International Assistance Dog Week Materials Overview**

Thanks for your interest in International Assistance Dog Week. We've put together this package of materials to help you host your own event, spread the word, and share your knowledge about assistance dogs.

This year, 2021, International Assistance Dog Week runs August 1-7.  
Materials we are providing:

### **2021 Assistance Dog Week Fact Sheet**

Use this sheet to provide local media background on International Assistance Dog Week along with your press release, or give a copy to other volunteers so they can learn more.

### **2021 Assistance Dog Week Sample Press Release**

Use this sample release to craft your own notice to the media about your International Assistance Dog Week event. This will give you ideas on what to include in your release. You can send it out to local magazines, newspapers, radio stations, TV stations and post it on local news websites or blogs.

### **2021 Assistance Dog Week Sample Proclamation**

International Assistance Dog Week events can start with a proclamation from your local public officials—mayor, state or local legislator or other dignitaries, affirming your community's participation in this internationally recognized observance. Officials sometimes invite the media and sponsoring organizations to public signings of these proclamations. If you want to include proclamations from local officials in your Assistance Dog Week observance, be sure to contact their offices at least a month before your event. You can share the sample proclamation with members of their staff.

### **2021 Assistance Dog Week Event Ideas**

This is a list of event ideas that you can use to spark your own creativity. Feel free to take any of these ideas and run with it, or come up with your own. If it's fun, educational, or both, it's probably a good idea. If you can use the event to raise awareness, and funds, for a local or International assistance dog organization, even better.

### **2021 Assistance Dog Week Web Banners**

You can download and use two different size web banners: 468 x 60 and 728 x 90.

Place them on your website and add the link to [www.assistancedogweek.org](http://www.assistancedogweek.org) so people can get more information about International Assistance Dog Week.

International Assistance Dog Week

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International Assistance Dog Week is a program of Soulful Presence, a 501(c) 3 organization