



FOR RELEASE ON NOV. 13, 2023 AT MIDNIGHT

Contact: Emily Luft &
Humane Society of Central Texas
Phone: (254)495-5239 or
(254)754-1454
Email: emily_luft1@baylor.edu or
hsctxwaco@gmail.com.

Local Animal Shelter Avoids Animal Euthanizations With Free Adoptions

WACO, TEXAS, Nov. 13, 2023 — The Humane Society of Central Texas is providing free adoptions through November to avoid euthanizations due to the shelter's full capacity. They will waive any and all fees for community members adopting or fostering animals. Their goal is to have enough animals adopted or fostered to avoid euthanizing any animals, and they are relying on the Waco community to help achieve this goal.

Carol Barkely, executive director of the Waco Animal Shelter which houses the Humane Society, said that three weeks ago the shelter reached full capacity and were forced to turn animals away. She hopes that his fellow community members will come together and provide homes for animals, so that the shelter can continue providing families and homes to homeless animals.

The Humane Society of Central Texas is housed in the [Waco Animal Shelter](#), which is run by the City of Waco. The animal shelter is pleased to work directly with the Humane Society

of Central Texas to maintain the shelter's no kill status, meaning 90 percent of the animals that are brought into the shelter leave with new homes.

Long time shelter volunteer Nate Langley urges his fellow community members to help the shelter provide care for the animals by emphasizing the fact that it is a free way for everyone to help the community during a time where financial stability might be a factor.

“I feel a special connection to many of the animals here. Playing with them makes me happy,” Langley said. “I think it's tragic that we could possibly have to put some of them down, simply because of a lack of space. I know many people have been hit hard by the current economic downturn in our community and maybe can't afford to feed and take care of an animal, and that's why we are seeing more animals being surrendered. But I just beg my friends and fellow Wacoans to find it in their hearts to take care of these precious creatures. We can't turn our backs on them.”

There is not better time than now to come down to the shelter and claim a furry friend to join your family.

The Humane Society of Central Texas works directly with nonprofits to provide the Waco community with opportunities to foster, adopt, and rescue homeless animals that are living in the Waco Animal Shelter. The mission of the Humane Society is to build a community that promotes animal welfare through compassionate services to animals and people. To learn more about the Humane Society of Central Texas, [click here](#).

If you would like more information about adopting or fostering an animal free of charge that would otherwise be euthanized, contact the Humane Society of Central Texas at (254)754-1454, or email hsctxwaco@gmail.com.

###

Humane Society of Central Texas Media Plan

Social Media

- Most of the people that would be willing to adopt or foster an animal are young families with children or even young adults that do not have children but want a pet. Social Media is the key way to grab this age group's attention. Graphics that have animals on them with information about the free adoptions should be posted to Instagram and Facebook feeds. Instagram stories should be used to show the animals. A good idea to show the animals that are up for adoption or fostering is by doing a segment on stories called "Meet The Pets," a segment where each day a new animal is introduced. On the slide, a short bio of the animal, the breed, behavioral trends, and something fun, such as favorite type of treat would be posted. Seeing the animal's picture and knowing details about the animal would tug on the heart strings of the viewers and could create potential new owners.

Events

- A helpful way to provide homes for the animals could be an event with the purpose of adoption and fostering animals. The event could be called "Stop, Drop, Adopt." This event could be a partnered event with local firefighters. The firefighters could share about how to safely rescue animals found around the Waco community, where to take them, etc, while shelter volunteers and playpens of animals from the shelter are set up around the firefighters for people to play with and learn about each animal. The volunteers could tell the people about the free adoptions at this event. Tables could be around to help people

adopt or foster the animals they meet at the event. This event could be advertised on social media, specifically TikTok, Instagram, and Facebook. It could be advertised on the local news, if picked up by a reporter. The event would be to draw in families and potential owners to adopt and foster the shelter animals.