

[Subject of email:] PSA: Keeping Animals Safe This Summer

Dear [Name of contact at the TV station],

Each summer, authorities rescue puppies and other dogs from dangerously hot cars. Would you please consider putting PETA's potentially lifesaving PSA—asking people never to leave dogs in hot cars—into free rotation this spring and summer? Many dog guardians don't realize that even on a 78-degree day, the temperature inside a parked car can quickly rise to over 100 degrees and cause heatstroke in dogs.

The Dropbox link below contains PETA's 30-second PSA as a downloadable MP4 file:

https://www.dropbox.com/s/41srd6otxgak77o/compan_1097.4_mckenna_grace_30%20secs_hot_car_tv_psa_peta_v1.mp4?dl=0

I'd appreciate your station's kind assistance with helping us reach the public about safeguarding dogs from extreme heat.

Thank you for considering this PSA.

Best regards,

[Your name and contact info]