



## **NEWS RELEASE – City of Palm Coast**

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### **City of Palm Coast Launches "Tails of the City" Initiative to Highlight Local Animal Shelters and Promote Adoption**

**Palm Coast**—The City of Palm Coast is pleased to announce the launch of "Tails of the City," a new summer initiative dedicated to celebrating and highlighting the vital work of local animal shelters, while encouraging pet adoption within the community.

"Tails of the City" aims to shine a spotlight on the compassionate efforts of the city's animal welfare partners who tirelessly care for countless animals awaiting their forever homes. Through captivating content and community outreach, the initiative will highlight individual shelters, showcase their unique approaches to animal care, and demystify the adoption process.

This campaign will be a series of compelling videos featuring local animal shelters. These segments will offer residents a behind-the-scenes look at daily operations and the adoption process, and the important roles shelters play in our community. The videos will be shared across the City's official social media channels and website, reaching a wide audience of potential adopters and supporters.

"We are incredibly excited to launch 'Tails of the City' to highlight the vital work of our local animal shelters," said Barbara Grossman, Code Enforcement Manager for the City of Palm Coast. "This initiative is about connecting more pets with loving homes and fostering a compassionate community. We encourage all residents to follow our campaign and get involved.

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