

Dear Mr. Smith, (PAW Magazine)

On Oct. 28, 2012, Hurricane Sandy shocked citizens nationwide with its catastrophic effects on the East Coast. More than 8.6 million people lost electricity, public transit systems were at a standstill and the death toll continues to climb at 110. Because of Hurricane Sandy's catastrophic damage, many animals were left homeless and abandoned.

Animal League America, the world's largest no-kill animal rescue and adoption organization, has stepped in to help lost and scared pets. The ALA has conducted emergency rescue and relief efforts for the animals affected by Hurricane Sandy. The ALA has taken in more than 300 animals that were abandoned when their owners were forced to evacuate their homes.

ALA has provided these animals with necessities, medical treatment and love. The ALA has also made it possible for many families to be reunited with their best friends. The ALA promises to provide care for as long as needed and is even contacting adoption agencies throughout the country.

Every pet deserves to be reunited with their family or adopted into a new family and the ALA is helping to make that possible

I will be in touch with you within the next few days to answer any questions you may have as well as to discuss your interest in doing a story about the ALA.

Sincerely,

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What's the story angle you are pitching? To get them to help reunite pets with owners? To help get strays adopted.

First draft: 35

Second draft: 38

Final: 37