

TALLAHASSEE MEMORIAL HEALTHCARE
MEDIA ADVISORY

#DOGSHEAL:

*National Awareness Campaign
of the Power of Animal Therapy*



WHAT: On National Animal Therapy Day, April 30, 2022, Tallahassee Memorial HealthCare Animal Therapy will release **#DogsHeal, a social media montage of dog-loving celebrities and organizations to highlight the healing power of animals.**

With COVID and other stressors affecting mental and physical health of children and adults, the need for people to experience the power of animals to comfort and heal is more important than ever.

WHO: Tallahassee Memorial Animal Therapy, Tillie the Greyhound (author of *Tales of Tillie*), and dog-loving celebrities and organizations

WHEN: Posts, photos, and video participation on social media **February 15 - April 1, 2022.** #DogsHeal montage to be released National Animal Therapy Day, **April 30, 2022.**

WHERE: Instagram and other social media platforms

WHY: Clinical trials show that petting an animal reduces blood pressure and heart rate, thus reducing stress and anxiety, and releases oxytocin and endorphins, which lift depression and aid in healing. That's why Animal Therapy programs train volunteer animal teams to visit people with mental and physical challenges, hospital patients, the elderly, students, first responders, veterans and more. **#DogsHeal will spotlight the unique bond between humans and dogs - both trained therapy dogs and beloved pets - and raise awareness of the hundreds of animal therapy programs in the US and abroad.**

HOW: For interviews or additional information please contact Anne Munson, TMH Foundation, 850-570-7453, anne.munson@tmh.org. For pictures & stories of real TMH animal therapy teams at work, visit tmh.org/services/animal-therapy and on Instagram [@animaltherapytlh](https://www.instagram.com/animaltherapytlh)

* Instagram posts/stories should include how dogs comfort and heal you, and/or how you have experienced a visit from a trained animal therapy program. All posts/stories should include **#dogsheal** and tag [@tilliethegreyhound](https://www.instagram.com/tilliethegreyhound) and [@animaltherapytlh](https://www.instagram.com/animaltherapytlh)



"Some dogs heal - ALL dogs heal." - Tillie

* Tillie the Greyhound will send a copy of *Tales of Tillie* and a #DogsHeal gift to any celebrity who would like to read the book to a special animal companion in a picture or video. The book features pictures & short bits of "dog wisdom," so reading 3-4 pages would take 30-45 seconds. See sample pages online at talesoftillie.com/praise-for-tillie