



MEDIA KIT

April 12, 2026 | National Weimaraner Day

www.walkforweims.org

Michelle Linton, Founder

About Walk for Weims

Walk for Weims is a nationwide awareness and community-building initiative held annually on April 12 in celebration of National Weimaraner Day. Designed to unite Weimaraner owners, rescue organizations, breed clubs, and supporters across the United States, the event raises visibility and support for Weimaraner rescue efforts.

Unlike traditional single-location fundraising walks, Walk for Weims is intentionally flexible and scalable. Participants may organize local meetups in their communities or take part virtually from anywhere in the country. This model allows rescues and clubs of all sizes to participate without the logistical burden of hosting a large standalone event.

The mission of Walk for Weims is twofold: to amplify the work of Weimaraner rescue organizations and to promote education around responsible ownership, ethical breeding, and the unique needs of this high-energy sporting breed. By creating one unified national moment, Walk for Weims helps expand reach, attract new supporters, and strengthen collaboration within the Weimaraner community.

Through strategic use of technology and grassroots engagement, Walk for Weims provides an accessible platform for advocacy, visibility, and community connection—empowering individuals and organizations to make a meaningful impact for Weimaraners in need.

Founder Bio

Michelle Linton

Founder, Walk for Weims

Michelle Linton is the founder of Walk for Weims, a nationwide awareness and fundraising initiative held annually on National Weimaraner Day to unite the Weimaraner community in support of rescue.

Her connection to the breed began in early childhood when her family raised Weimaraners. What started as admiration for their striking silver coats and piercing blue eyes evolved into a lifelong commitment to advocacy, rescue, and education.

Michelle brings more than 25 years of experience in nonprofit leadership, marketing, and business development to her work. She has served local, regional, and national nonprofit organizations, specializing in leveraging technology and strategic communications to help lean teams maximize visibility, strengthen donor engagement, and expand impact.

For over a decade, she has volunteered with Weimaraner rescue organizations, assisting with fostering, fundraising, home visits, veterinary coordination, and graphic design. As a foster, adopter, and longtime Weimaraner owner, she understands firsthand the unique needs of this intelligent, high-energy sporting breed.

She currently shares her home with Lola, a rescued Weimaraner and daily reminder that advocacy begins at home.

In addition to her nonprofit work, Michelle is the founder of Gray Ghost Designs & Gifts, a Weimaraner-inspired lifestyle brand that celebrates the breed while promoting responsible ownership and rescue awareness.

Michelle believes one of the greatest challenges facing rescue organizations today is limited volunteer capacity paired with limited time to effectively market their mission. Through Walk for Weims, she aims to create a unified national moment that expands reach, attracts new supporters, and strengthens the future of Weimaraner rescue.

The Impact

The Challenge

Weimaraners are intelligent, athletic, and deeply people-oriented dogs. Their energy level and need for structure can be misunderstood, leading some to enter rescue when families are unprepared for the commitment required.

At the same time, Weimaraner rescue organizations across the country operate with limited volunteer capacity and small operational budgets. Many are led by lean teams balancing intake, medical care, foster coordination, adoption screening, and community education — often without dedicated marketing or communications support.

Limited time and resources can restrict visibility, donor growth, and the ability to reach new audiences.

The Opportunity

Walk for Weims was created to address this gap.

By establishing one unified national day of visibility, the event amplifies the work already being done by rescues and breed clubs. Instead of each organization independently working to generate attention, Walk for Weims creates a shared moment that expands reach, encourages collaboration, and introduces new supporters to the cause.

The model is intentionally flexible:

- Rescues and clubs can host simple local meetups.
- Individuals can participate virtually.
- Fundraising is encouraged but not required.
- Awareness and education are central pillars.

This approach lowers barriers to participation while increasing collective impact.

Why It Matters

Walk for Weims is not just about one day of walking.

It is about:

- Strengthening the national Weimaraner community

- Promoting responsible ownership and breed education
- Attracting new volunteers and supporters
- Leveraging technology to support lean nonprofit teams
- Creating sustained visibility for rescue efforts

By combining grassroots energy with strategic structure, Walk for Weims helps ensure that rescues can focus on what they do best: saving and rehoming dogs.

Impact

Weimaraner rescue organizations operate with limited paid infrastructure, yet collectively take in hundreds of dogs each year. This is often at significant medical and intake cost.

All participating Walk for Weims rescue partners are 100% volunteer-led. Many serve large, multi-state regions supported by distributed volunteer networks rather than centralized facilities. While these organizations are deeply committed to the dogs in their care, limited time and marketing capacity can restrict visibility, donor growth, and outreach.

Walk for Weims was created to help close that gap by establishing one unified national day of visibility and collaboration, amplifying the work rescues are already doing while lowering barriers to participation.

By the Numbers

- 8 participating Weimaraner rescues nationwide (up from 6 in year one)
- 14 organized local walks scheduled across the country (up from 8 in 2025)
- 50 walkers registered within the first 12 hours of opening registration
- 180 total walkers in the inaugural year
- Average intake cost: approximately \$800 per dog
- Most participating rescues intake 50–60 dogs annually
- 100% volunteer-led rescue partners

SAMPLE INTERVIEW QUESTIONS

Q: What is Walk for Weims?

Walk for Weims is a nationwide awareness and community-driven dog walk held annually on National Weimaraner Day, April 12. What began as a grassroots idea has grown into organized local walks and virtual participation across multiple states, uniting Weimaraner lovers to support volunteer-led rescue organizations and promote responsible ownership.

Unlike traditional single-location events, Walk for Weims is intentionally flexible, allowing rescues, breed clubs, and individuals to participate without the burden of hosting a large-scale fundraiser.

Q: Why did you start this?

After years of volunteering in rescue, I saw firsthand how overwhelmed breed-specific rescues can be. Most are entirely volunteer-run and operating with limited time and marketing capacity. I wanted to create something that united the national community, amplified their visibility, and supported their work without adding operational strain.

Walk for Weims is designed to work with rescues, not create more work for them.

Q: Why is responsible ownership such a big focus?

Weimaraners are incredibly intelligent, athletic, loyal dogs, but they are not the right fit for every household. They require daily physical activity, mental stimulation, and consistent structure. When those needs are misunderstood, it can lead to rehoming or surrender.

Education is one of the most powerful tools we have to reduce that cycle.

Q: What should someone do if they're considering getting a Weimaraner?

Start with research. Visit the Weimaraner Club of America website to understand breed standards and ethical breeding practices. Follow a local Weimaraner rescue to see the realities of intake and adoption. Speak with responsible breeders or rescue volunteers before making a commitment.

Preparation and education lead to long-term success, for both the dog and the family.

Q: What kind of impact are you seeing?

In its first year, Walk for Weims brought together 180 walkers and eight organized walks nationwide. This year, participation has already expanded to eight rescue partners and 14 organized walks, with 50 walkers registering within the first 12 hours of opening registration.

The growth signals a strong desire within the community for collaboration, visibility, and shared advocacy.

Q: How can people get involved?

Anyone can participate by joining a local walk, registering as a virtual walker, supporting a rescue partner, fostering, or simply spreading awareness. Full details are available at walkforweims.org.

Q: What makes Walk for Weims different from other fundraising walks?

Walk for Weims is intentionally designed to be collaborative rather than competitive. It centers awareness and community alongside optional peer-to-peer fundraising. The structure allows participation from rescues, breed clubs, and individuals nationwide without requiring large infrastructure or centralized event planning.

Q: What do you hope this becomes long term?

My hope is that one day Walk for Weims is purely a celebration of this incredible breed — a day focused on connection, education, and community.

The deeper goal, of course, is that one day breed-specific rescues won't be needed at all. That every Weimaraner would be in a prepared, loving home as a well-cared-for and confident companion.

That may sound idealistic, but anyone involved in rescue would much rather spend their time organizing playdates than coordinating transport from shelters. Until that day comes, Walk for Weims exists to support the organizations doing that critical work.

Key Messaging & Founder Soundbites

One-Sentence Summary

Walk for Weims is a nationwide movement that brings the Weimaraner community together to support rescue, promote responsible ownership, and celebrate the breed we love.

Core Founder Message

Walk for Weims exists because rescue volunteers shouldn't have to fight for visibility while also saving dogs. This event creates one unified national moment where rescues, breed clubs, and owners stand together amplifying the work that happens quietly all year long.

Founder Perspective

- Weimaraners are extraordinary dogs. They are intelligent, athletic, deeply loyal, but they require preparation and commitment.
 - Rescue volunteers are passionate but stretched thin.
 - Awareness and education are just as important as fundraising.
 - Collaboration strengthens the entire breed community.
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Founder Soundbites

“Walk for Weims is about more than one day. It’s about building a national community that shows up for this breed, together.”

“Rescue volunteers are coordinating fosters, vet care, and transport often late at night after their regular jobs. The least we can do is help amplify their mission.”

“If we can educate even one family before they bring home a Weimaraner, we’ve already made an impact.”

“This isn’t about competing rescues. It’s about collaboration. The dogs don’t care about geography. They just need support.”

“My deepest hope is that one day this event is purely a celebration. That we won’t need breed-specific rescue because every Weimaraner is in a prepared, loving home. Until then, we’ll keep walking.”

Event Details

Event Name: Walk for Weims

Date: April 12, 2026 | National Weimaraner Day

Format: Nationwide participation through local organized walks and virtual registration.

Participants may:

- Join an organized local walk in their area
 - Register as a virtual walker and participate from anywhere
 - Support a participating rescue partner
 - Promote awareness and responsible ownership
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Participating Organizations

- 8 Weimaraner rescue partners nationwide (100% volunteer-led)
 - Inclusive of Weimaraner rescues, breed clubs, and community groups
 - Local meetups are organized independently in communities across the country, with 14 scheduled walks and additional locations in development.
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Registration

- Registration is open at: www.walkforweims.org
 - Participants should register before April 11, 2026.
 - Participants may choose a local walk or register as a virtual walker.
 - Fundraising is encouraged but not required. The event prioritizes awareness, education, and community engagement alongside optional peer-to-peer fundraising.
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Mission Focus

- Support volunteer-led Weimaraner rescues
- Promote responsible ownership and breed education
- Create a unified national day of visibility
- Strengthen collaboration within the Weimaraner community

National Rescue Partners

Walk for Weims proudly partners with volunteer-led Weimaraner rescues serving communities across the United States. Each organization operates independently and is 100% volunteer-run.

- **Weimaraner Rescue of the South** – Serving Mississippi, Alabama, and parts of Louisiana, Tennessee, Georgia, and the Florida Panhandle
- **Tarheel Weimaraner Rescue** – Serving North and South Carolina and border regions of Virginia and Tennessee
- **Weimaraner Rescue of Texas** – Serving the state of Texas
- **SoCal Weimaraner Rescue** – Serving Southern California
- **DC Area Weimaraner Rescue** – Serving the Washington, D.C., Maryland, and Virginia region
- **Louisville Weimaraner Rescue** – Serving Kentucky and surrounding areas
- **Great Lakes Weimaraner Rescue** – Serving the Great Lakes region, including parts of the Midwest and Canada
- **Mile High Weimaraner Rescue** – Serving Colorado and neighboring states

All participating rescue partners operate without paid staff and rely on distributed volunteer foster networks across large geographic regions.

Media Contact

Michelle Linton

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Email: walkforweims@gmail.com

Website: www.walkforweims.org

Instagram: @walkforweims

Facebook: Walk for Weims

Official Hashtags: #walkforweims & #weimrescue

Interview Availability

Michelle is available for:

- Phone interviews
- Virtual interviews
- Podcast guest appearances
- Print and digital media interviews
- Local and national coverage

For time-sensitive requests, please indicate deadline in subject line.

For Local Coverage -Local media are encouraged to contact participating National Rescue Partners and walk organizers for community-specific event details.

Media Assets Available Upon Request

- High-resolution Walk for Weims logo files
- Event photos
- Founder headshot
- Local walk images
- Rescue partner logos

“Until one day, we won’t need to.”