

Hi All - I am contacting you to see if you would be interested in participating

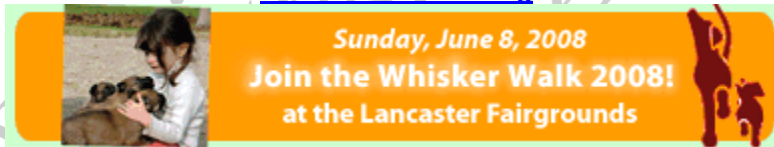


Petfinder.com
ADOPT A HOMELESS PET



**Present the Whisker Walk - a Multi-Organizational Walk for Our Feathered and Furry Friends
Sunday June 8th 2008 at the Lancaster Fairground – Home of the Bolton Fair
NO admission fee for the General Public**

www.whiskerwalk.org



I know a lot of you do or have done walk-a-thons or have wanted to do a walk-a-thon/fundraiser – personally I've been discouraged by the lack of pet friendly, affordable, centrally located options – I simply didn't find any - UNTIL this past September, when I went with the kids to the [Bolton Fair – \(now held at the Lancaster Fairground on Rt. 117 in Lancaster, MA\)](#).

The property is amazing... 50+ BEAUTIFUL ACRES – (if any of you have been to the Bolton Fair in Lancaster you KNOW how ideal this spot is for people AND pets). TONS of parking, shade, wooded paths, flat and grassy meadows...and a location that can support THOUSANDS of people and is dog friendly!

So, I met with one of the Bolton Fair's board of directors and she agreed to allow us rent the property to do the walk-a-thon on Sunday, June 8th 2008... Its absolutely perfect... (see pictures attached)...

I know some of your groups already do walk's BUT what if we could create a walk 100 times the size – and YOUR group would still retain the money pledged/collected for you????

A fundraising walk-a-thon event where you don't have to worry about finding, securing and renting a PET friendly, central location (with NO pet/people limit)...with lots of shade and flat paths/ trails and is handicapped accessible? BUT NOT having to deal with permits, waivers, insurance riders and contracts – if you have done these events then you will save time, money and effort on those issues...and for those groups who can't logistically, financially do such an event – this is an awesome opportunity for your group.

A walk where your organization promotes the walk/fundraiser as much or little to your supporters/friends/family – you raise the funds that YOUR group collects for pledges – you share the location with many other groups who are all there for the same reason... to raise money, educate the community about the wonderful pets waiting for adoption, and to meet, greet and network ! We can all benefit.

And better yet.. it's an event that's NEVER been done...multiple organizations coming together on ONE site holding a joint but organizationally independent fundraising walk. I think we could really promote this event in the media for better coverage than any single one of our groups/organizations could do individually and we are currently working on/with MULTIPLE media outlets on our options to cover such an event.

For those of you who've been to Pet Rock (which I have co-sponsored for NINE long years) this event is somewhat similar (in regards to entertainment, demos, shows, performances and booths) but very different... No bands or live music...No entrance fee for visitors but **YES to each group raising their own money, hosting a raffle or selling their wares.** You run your fundraiser/walk any way you wish.

You don't even HAVE to participate in the Walk ... you can simply set up a booth to let the public know about your programs / pets! We are not breed/dog specific – this is open to ANY animal rescue organization (cats/birds/small animal rescues and informational organizations) are ALSO welcome! THE ONLY COST TO YOUR rescue/shelter/non profit organization is a nominal \$100 booth fee (non refundable) to help pay for rental of grounds/facilities. There are sponsor/vendor rates available as well – if your interested please let me know.

WHY do I want to participate?

- Opportunity for more media outlets to cover the event – the bigger group the potential for more coverage
- \$100 registration fee is NOMINAL compared to what you would pay for an independent rental property
- You don't have to locate, rent, secure, your own location for YOUR event and you get to network with others!
- There is strength in numbers – more groups promoting the event only help bring light to the shelter/rescue animal community
- Multi-organizational events show the rest of the country that New England is serious about animal welfare – we are ALL working together.
- You raise and KEEP ALL \$\$\$ through your Pledges, Raffles, Booth sales. We can help you direct you to custom fundraising pages for your supporters to create! Try www.firstgiving.com for lots of ways to customize web fundraising for your supporters.



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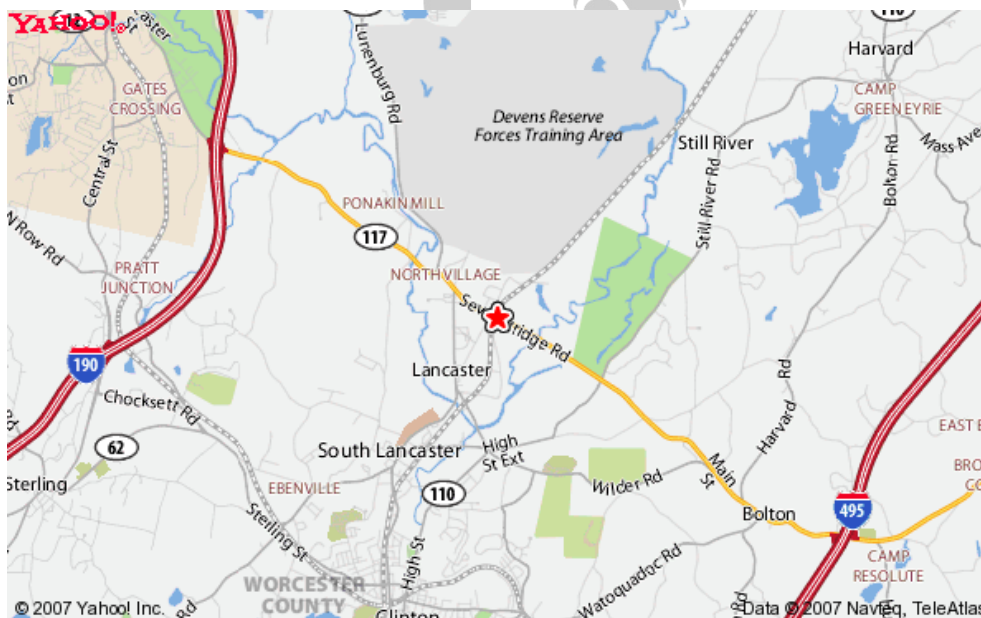
Details for the Whisker Walk - a Multi-Organizational Walk for Our Feathered and Furry Friends

What's A Whisker Walk? A fun day for dogs and the humans that care for them (PLUS a dog walk-a-thon fundraiser for multiple animal shelters and rescue groups throughout New England). Multiple non profit animal rescue groups and any/all pet related vendors/manufacturers will come together for the first of its kind "event not to be missed" for pet lovers. Pet owners and animal lovers WALK to lend a paw for the shelters / rescues they love – as well as come to see exhibits, demonstrations, educational programs, special attractions, product giveaways, entertainment, food, fun and things for adults and kids to see, do and buy – both human and pet related!

When: Sunday June 8th 2008 – Rain or Shine

Event hrs: Set up starting at 7 a.m. set up must be complete by 9 a.m.
Event opens to the public at 9 a.m. – 4 p.m.
Walk starts at noon.

Where: [Lancaster Fairground, Rt 117 in Lancaster, MA](#). The Lancaster Fairground is centrally located on Rt 117 in Lancaster, MA— just minutes from Rt 2, Rt 190, 495, just 20 minutes from Worcester and less than an hour from Boston! [Click here for door to door directions.](#)



Why: To promote shelters/rescues, adoption options, and to give your dogs their OWN DAY OUT Dogs are welcome to attend (other pets must stay home ☺)

SetupTime: 7 a.m. with more details to follow
Fees: only \$100 for the non profits / shelters / rescues – to help cover facility rental

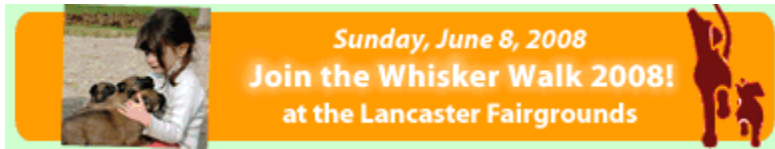
Vendor and sponsor opportunities also available – email Leigh Grady leigh13@ix.netcom.com or call 978 422 8585. Signups will end May 1st no exceptions!

Any questions or concerns feel free to contact me at 978-422-8585 drop me an email at leigh13@ix.netcom.com or fax at 978-563-1039.

Some of the Whisker Walk events Already Confirmed (and We're Adding More Daily):

- Blessing of the Animals
- VCA Animal Hospital sponsors
 - Ask the Vet Booth
 - Rabies vaccination clinic
 - Low cost micro-chipping clinic
- Agility course – try your pooch on the course!
- Contests/raffles/games
- Blue Dog Frisbee Dog performances
- Rescued Dog Reunion - meet your dogs rescue and foster families from the South!
- Custom ID Tags available for purchase – all dogs and puppies should be properly tagged in case they get lost!
- Prizes/awards/silent auctions
- Vendor booths, rescue organizations and food!





www.whiskerwalk.org for more details

**PRINT / EMAIL / FAX THE FORM BELOW:
YES! OUR ORGANIZATION WOULD LIKE TO PARTICIPATE Sunday June 8th 2008**

ORGANIZATIONS NAME: _____

CONTACT: _____

PHONE #: _____

ADDRESS: _____

City , State and Zip _____

FAX # IF APPLICABLE: _____

Your email address and website: _____

OF PEOPLE EXPECTED TO ATTEND: _____

Anyone else we should contact _____

IS THERE ANYTHING SPECIAL YOUR GROUP WOULD LIKE TO FOCUS ON? SEE OR DO AT THE WALK?

\$100 registration fee must be paid in full by May 1st 2008 - Checks can be made payable to Animal Shelter Inc – Whisker Walk and mailed to us at

**Animal Shelter Inc
17 Laurelwood Rd
Sterling MA 01564**

OR

Pay by (circle one) Visa MasterCard Discover

Card # _____ Exp Date _____

Please feel free to fax this form back to us if its easier: at 978-422-8574

OR email me that you are interested in participating at: leigh13@ix.netcom.com. Due to the large number of groups invited, I ask you to please re-email me if you don't hear from me as we move forward. You will be receiving all further details via email.

Also, please check our website www.sterlingshelter.org for further information and listings of the groups signed up to participate.

