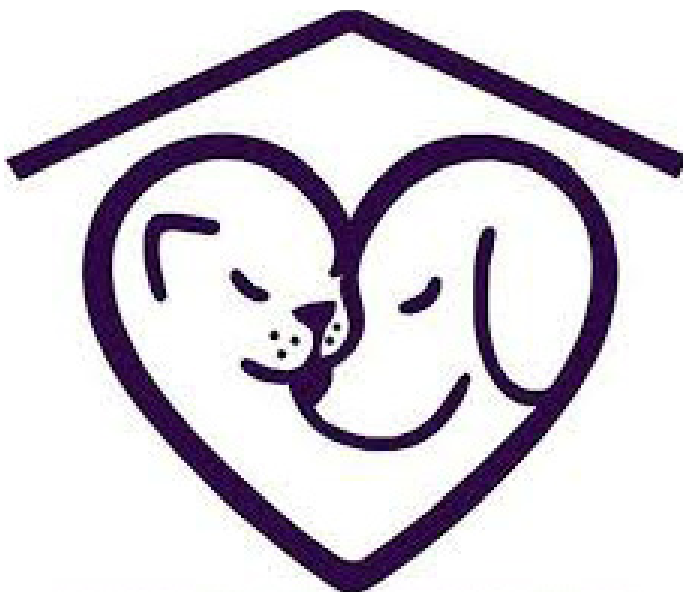


Media Kit for the Cleveland APL: “Spot the Dogs and Adopt the Dogs” fundraiser

Prepared by: Colleen Kowalski

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ADOPT • PROTECT • LOVE



Frequently Asked Questions

1. *Company Name:* The Cleveland Animal Protection League

2. *Products/Services Offered:* The Cleveland APL offers full service adoption services to people in the greater Cleveland area. In addition to adoption, they also have foster programs for animals, Trap-neuter-release (TNR) programs for feral cats, humane investigations to ensure animals are being treated well, and animal welfare clinic services.

3. *Annual Revenues:* The APL is a 501 (c) (3) independent nonprofit that is not controlled by a national animal welfare agency and does not have annual profit. They receive their money through donations from independent donors and organizations in the area, as well as from the fees for adoption and surrendering pets.

4. *Number of employees:* According to the 2016 Annual Report, the Cleveland APL had over 109,000 volunteer hours, the equivalent to 53 full time employees.

5. *Names of Top Executives:*

Sharon Harvey, President & CEO

Daneille Begalla, Volunteer Manager

Ayse Dunlap, Director of Operations

Shari Gibbs, Director of Finance

Judy Hunter, Director of Development

Allison Lash, D.V.M, Head of Veterinary Services

Ron Srnka, Director of Human Resources

6. *Markets Served:* The Cleveland APL helps place over 15,000 homeless animals in Cleveland homes every year. They strive to provide quality care to animals while in the shelter and continue to provide care for animals in homes, as well as feral cats in the Cleveland area. The APL is located in Tremont, and serves the greater Cleveland area.

7. *Position in the Industry:* The Cleveland APL began in 1913 and has since become the largest shelter in Cleveland. It is the only shelter to accept stray cats and surrendered animals, and it also takes in animals from surrounding shelters. This past year the APL found homes for over 6,000 dogs and 4,000 cats.

8. *Event brief:* This event will take place with cooperation with the Cleveland Museum of Art as well as Happy Dog restaurant. The purpose of this event is to get people to come to the Art museum to enjoy a day filled with dogs. Visitors will be taking part in a scavenger hunt of sorts in the art museum to find dogs in works of art. This event will cost \$10 a person and all of the proceeds will go to the Cleveland APL. The winner of the scavenger hunt will receive a gift card to Happy Dog as well as \$25 off the price of adoption for a dog at the APL.

News Release

Contact:

Colleen Kowalski

2450 Euclid Ave.

(216) 704-0733

c.kowalski13@vikes.csuohio.edu

“Spot the Dogs and Adopt the Dogs” Event to be Held at the Cleveland Museum of Art this December

Cleveland, OH: November 1, 2017

The purpose of this event is to get people to come to the Art museum to enjoy a day filled with dogs. Attendees will be taking part in a scavenger hunt of sorts in the Cleveland Museum of Art to find dogs in works of art. The Cleveland Animal Protection League (APL) is holding this event. This event will be taking place on Saturday, December 9th from 11am to 3pm.

The “Spot the Dogs and Adopt the Dogs” event has an entry cost of \$10 per guest, which includes food, drink, and entry into the scavenger hunt. All proceeds from the event will benefit the Cleveland APL.

Every facet of the event follows the dog theme. The scavenger hunt consists of exploring the art museum and taking photos with the works of art that contain dogs. Whoever finds the most “dog art” will receive \$25 off the price of a dog adoption at the APL as well as a gift card to Happy Dog. Adoptable dogs from the APL will be present at the art museum during the event and Happy Dog will provide food for the attendees.

The Cleveland APL began in 1913 and has since become the largest animal shelter in the Cleveland area. It is also the only shelter to accept stray cats as well as take in animals from surrounding shelters. This past year, the APL found loving homes for over 6,000 dogs and 4,000 cats. The Cleveland APL is an independent nonprofit that had over 109,000 volunteer hours this past year, roughly the equivalent to 53 full time employees. The hope is that this event will raise money for the Cleveland APL since their primary funding comes from donations and adoption fees.

Feature Story

Man's (and Woman's) Best Friend

BY: COLLEEN KOWALSKI

Photos courtesy of: Colleen Kowalski

It has been said, “dogs are man’s best friend” and “diamonds are a girl’s best friend”, but I’d take a dog over diamonds any day. Since I was eight years old I have wanted a dog. All of my friends had dogs, my cousins had dogs, my neighbors had dogs, and I had a goldfish named Goldie. No matter how many times my sisters and I asked for a dog, my parents refused.

“We weren’t mature enough”, “we could barely clean up after ourselves, let alone a dog”, and my personal favorite, “Why do you want a dog? You already have a fish.” As though my fish



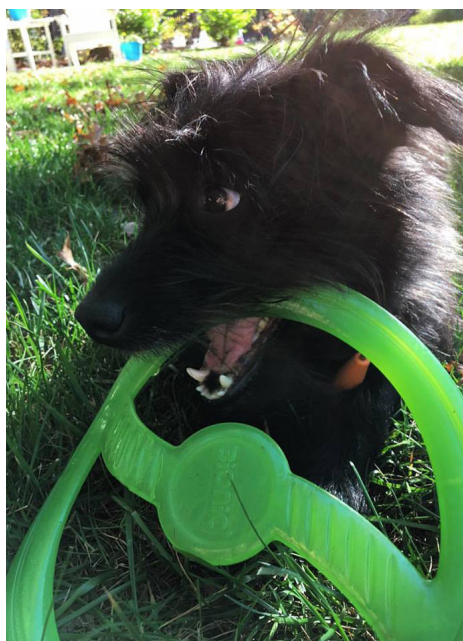
were able to go on walks and play fetch.

Finally, after 13 years of begging for a dog, I took matters into my own hands. This summer I had the opportunity to work at an e-Commerce web development company that was directly across the street from the Cleveland Animal Protection League. Everyday I watched volunteers take the adoptable dogs on walks past my window, wanting more than anything to leave my desk and join them.

I checked the APL’s website everyday to see what new dogs were available for adop-

tion, and one fateful day I saw the cutest cairn terrier mutt’s photo. Noni smiled up at me from my computer screen, practically begging me to visit him. On my lunch break, I went across the street to meet Noni. A volunteer brought him into a large room and he immediately began to run around, he was so excited to be out of his crate.

I instantly fell in love with his smiling face, scruffy ears, and tiny paws. Unfortunately for me, I had to convince my parents of that too. Luckily for me, the Cleveland APL allows you to put a \$25 24-hour hold on



dogs, so I could bring my mom to meet the stunning Noni the next day.

On June 16th, 2017 I walked into the Cleveland APL with my mom and we met Noni for the last time. He was so excited to see me, a familiar face, that he ran right up to me and knocked me down so he could snuggle in my lap. My mom was sold, and Noni, now named Remus (Remy) Lupin, was now a part of our family.

My dream for 13 years was to have a dog and I finally got one. The dream of every dog in the APL is to be rescued, taken in to a loving home, and to be a part of a family. On June 16th,

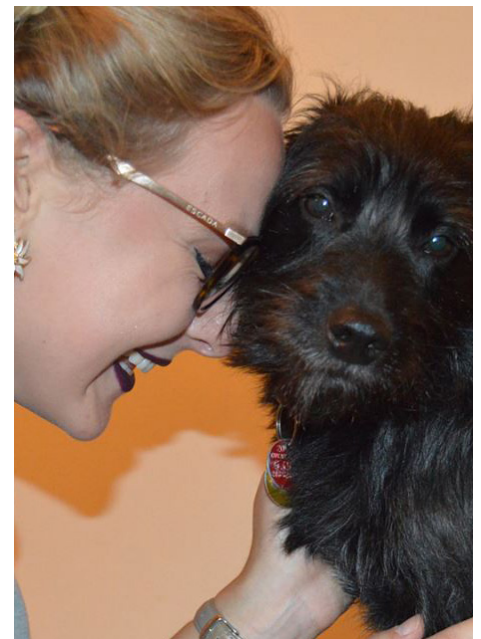
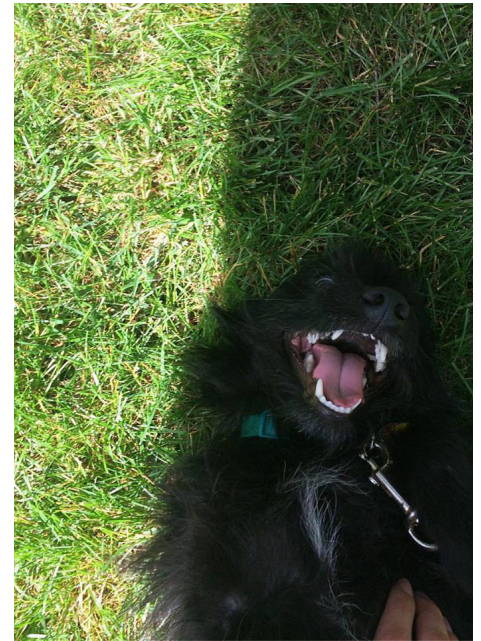


both Remy's dream and mine came true.

The Cleveland APL has helped provide over 6,000 dogs with forever homes this past year alone. This upcoming December, the Cleveland APL, in partnership with the Cleveland Museum of Art, is hosting a fundraiser to raise money for the APL. Join the APL on Saturday, December 9th from 11am to 3pm at the Cleveland Museum of Art for a dog filled day! For only \$10, you will get free food from Happy Dog, entry into the scavenger hunt, and get to play with the adoptable dogs present at the event. The winner of the scavenger hunt will receive \$25 off the price of adoption of a dog as well as a Happy Dog gift card.

Every dog deserves the chance to be a part of a happy and loving home. When I adopted

Remy, I knew that he would be my friend for life, go to clevelandapl.org to register for the "Spot the Dog and Adopt the Dog" event so you too can meet your new best friend.

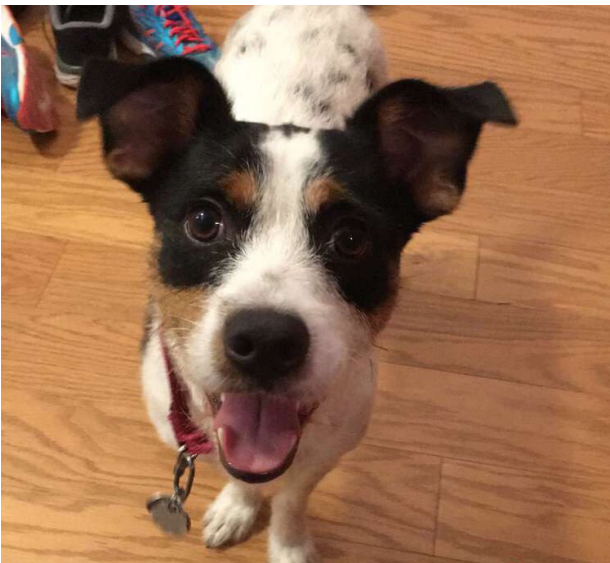


Blog Post

5 Dogs That Look Like Works of Renaissance Art



Remus Lupin: Remus shines like a majestic knight against the green pastures behind him. He gets his inspiration from the dog in the Arnolfini Portrait By Jan Van Eyck.



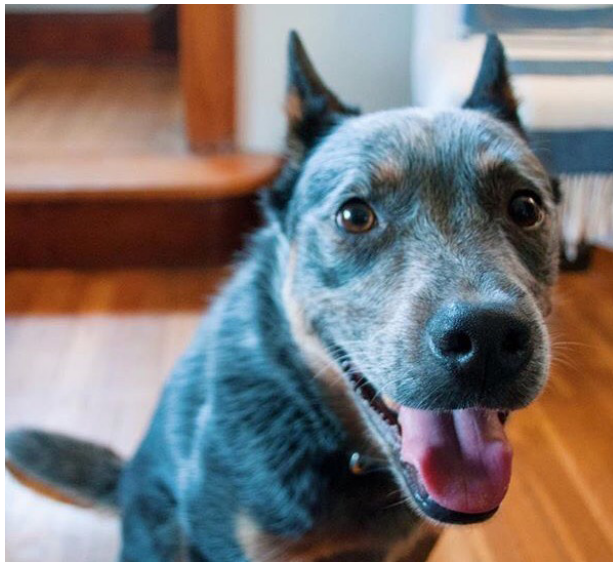
Freddie: Freddie's expressive face and large ears pull you in, and his piercing eyes really capture the viewer, much like the works of Raphael.



Frank Sinatra: Frank embodies the strength and poise of Michelangelo's David and the elegance of Botticelli's The Birth of Venus.



Phoebe: Phoebe mimics the elegance and grace of Vermeer's Girl with a Pearl Earring. Her soft face and features embody the piece.



Cricket: Cricket loves the work of Da Vinci, especially the focus on the subject's faces. Here he is, showcasing his amazing face.

All dogs are works of art, especially adoptable dogs. To see more dogs that look like works of art, as well as dogs in works of art, come to the Cleveland APL and The Cleveland Museum of Art's "Spot the Dogs and Adopt the Dogs" scavenger hunt on Saturday, December 9th from 11am-3pm! Tickets cost \$10 and include food, drink, and entry into the scavenger hunt for \$25 off the price of adoption! For tickets and more information please visit clevelandapl.org.

Social Media Posts

Instagram: This Instagram post will be shared on both the Cleveland APL's account as well as the Cleveland Museum of Art's account. The intention behind this post is to show that adopting a dog is more than bringing a pet into the family, but to bring a new friend home.

Caption: Rescue your best friend! Come to the Cleveland Museum of Art on Saturday, December 9th from 11am-3pm to support the Cleveland APL and meet your new best friend! For only \$10, you will enjoy a day at the museum, meet adoptable dogs, eat delicious hot dogs provided by Happy Dog, and take part in a scavenger hunt for your chance to get \$25 off the price of a dog adoption! #adoptdontshop #CLEAPL #CMA

Snapchat: On Snapchat, we will utilize the Geofilter features. Use the dog ears face filter with the text on the bottom mentioning the event at the Art Museum, plus when you swipe to see more, the website for registration appears. This is an interactive way to inform people of the event and it uses a popular filter that people are using anyways.

