

Paws and Claws Society, Inc.

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PARTNERS IN PREVENTION NOT DESTRUCTION

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PRESS RELEASE



For immediate release.

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PACS Viral Video Challenge

Create a heartwarming video depicting the positive aspects of animal sheltering and win five thousand dollars for a shelter's spay/neuter program.

Paws and Claws Society (PACS) invites any age residents of Cape May, Cumberland, Salem and Atlantic counties to create an under three minute real or animated video illustrating some positive aspect of animal sheltering.

For instance, videos can illustrate adoptathons, happy adoptions, dog walking, cat cuddling, fostering, shelter events, volunteer activities or marketing. Positive, practical and tasteful videos should be uploaded to YouTube on or after May 1 with its link sent to PACS for approval.

The winning video will be the approved video with the most views by midnight May 31, 2011.

The winner will receive a Flip-Ultra HD-Video-Camera or a \$200. Amazon Gift Certificate and the opportunity to designate from select shelters in the four participating counties the one which will receive a \$5,000.00 grant for their spay/neuter program.

For complete PACS Viral Video Challenge rules send an email with Video in the Subject to: humane_educator@hotmail.com or visit pacsnj.org.