

# Paws and Claws Society, Inc.

**pacsnj.org**

**1017 Grove Avenue ♥ Thorofare, NJ 08086  
PARTNERS IN PREVENTION NOT DESTRUCTION**

Paws and Claws Society (PACS) is thrilled to announce its PACS Viral Video Challenge which could earn your shelter a five thousand dollar grant for your spay/neuter program.

PACS is challenging the residents of Cape May, Cumberland, Salem and Atlantic Counties to create an original, under three minute real or animated video illustrating some positive aspect of animal sheltering. For instance, videos can show happy adoptions, adoptathons, 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, 2011, with the 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 eligible shelters in the four named counties the one which will receive the five thousand dollar grant for their spay/neuter program.

Complete details are attached for posting at your shelter. We hope that your volunteers will consider entering a video. We especially hope that your younger volunteers and residents will contribute.

Good luck,

Jean Smith

