



Mutt Strut At-a-Glance

WHAT: Dog walk and fall festival to raise funds for PAWS' efforts to save Philadelphia's homeless pets.

WHERE: The Navy Yard (S. Broad Street, past the Sports Complex)

WHEN: Saturday, October 14, 2017 (rain date: Sunday, October 15)

Essential details:

- Philadelphia's largest pet-related event
- More than **2,000 animal-loving attendees** from across Greater Philadelphia region
- Widespread pre-/post-event **media coverage** on TV, radio, online, and in print
- Dedicated event website (www.pawsmuttstrut.org) for registration, team-building, and peer-to-peer fundraising
- Raises nearly **\$120,000** for PAWS' lifesaving efforts

Event highlights:

- Masters of Ceremonies: **WMMR DJs** Steve Morrison and Pierre Robert and BenFm's Matt Cord
- Festival atmosphere with **live music**, raffle, **award-winning food trucks**, **Mummers** performance
- **Adoption Central** station with dozens of available dogs and matches made throughout the day.
- **Dog costume and talent contests**, attracting hundreds of entrants
- **Activities** for dogs and their owners including obstacle/agility courses, pet portraits, paw print paintings, grooming
- **"Ask the Vet"** booth hosted by the University of Pennsylvania School of Veterinary Medicine
- Stage program featuring adoptable dogs, contest winners, top teams, raffle winners
- Pet-related businesses including dog trainers, pet insurance providers, pet sitters/walkers, retailers, and veterinarians
- **Kids' activities** including face painting and the KYW 1060-AM KidCasts Mobile Studio
- Non-pet-related vendors including photographers, clothing designers, jewelers, and more.

Event opens 9 a.m., walk kicks off at 11 a.m. Walk is approximately 45 minutes long, festival lasts through mid-afternoon. All attendees receive PAWS tote bag upon arrival and are encouraged to visit booths and collect promotional materials. Booths are interspersed with event activities on festival grounds to encourage foot traffic.

Promotion:

Previous media (print, tv, radio, web) sponsors and appearances include: **WMMR 93.3FM, 95.7 BenFM, KYW1060 AM, NBC10, Fox29, South Philly Review, Philadelphia Weekly, Metro, Philadelphia Gay News, Philly.com** (list incomplete).

Printed materials:

- Rack cards and posters produced 2-3 months prior to event (16,000 pieces total)
- Displayed pre-event at all PAWS locations and at hundreds of businesses and public places throughout region

Web:

- **PAWS website:** 25,000 unique monthly users, 200,000+ page views per month
- **Facebook:** 73,800+ fans, 52,000 average post engagements, 92,000 average unique users reached monthly
- **Twitter:** 7,800+ followers
- **Instagram:** 15,600+ followers
- **Email:** 35,000 active, opted-in subscribers

**Join us for the 11th Annual Mutt Strut on Saturday, October 14,
and help us make it even bigger and better in 2017!**

muttstrut@phillypaws.org · www.phillypaws.org · 215.298.9680 ext. 15