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## **Pet's Choice, Inc. Announces it's Second Annual Take Your Dog to Work Day Fundraiser Friends Fur Life Pet Sanctuary to benefit**

Pet's Choice, Inc. will be conducting their 2008 second annual Take our Dog to Work Day Fundraiser beginning this week.

The local Pet Sitting company's co-owners Leslie Cockrell-Nalls and Amanda Heishman, LVT announced last month that Friends Fur Life Pet Sanctuary had been chosen as the beneficiary of their 2008 event.

Friends Fur Life is a 501(c) 3 nonprofit organization that is raising money to build a no-kill animal shelter that will serve residents throughout Virginia.

This year's fundraiser is three pronged but basically centers around a raffle which will give all participants a chance to win a prize.

### **The Raffle**

The raffle has a Grand Prize valued at \$500 for a Gold Belt Program at Power Kix Martial Arts; First Prize Beauty Package valued at \$400 including a certificate for a Rejuvalase Med Spa Microdermabrasion, leather goods and a hand bag from Magnolia Boutique, Cosmetics from Salono Bruce, and a \$50 gift certificate from New Heights Salon; Second Prize Golf Package valued at \$200 for four 18 hole rounds of golf with a cart at Aquia Harbor Golf Course; and Third Prize of Dinner and a Movie including 4 Blockbuster Movie or Game Rental Certificates and a \$20 Certificate for Red Robin Restaurant and \$10 Certificate for Anthony's Brooklyn Pizzeria.

All Raffle Tickets require a donation of \$1 each or 6 for \$5.

### **Alpha Fido**

For any dogs wishing to participate in the "Alpha Fido" fundraiser contest this year, Pet's Choice has made the voting more interesting. Instead of just accepting donations in your dog's ballot box, you can sell tickets for the raffle and place the raffle coupons in your dog's ballot box. Voters will then have a chance to both support your dog and be included in a chance to win the raffle prizes.

The top 3 dogs getting the most votes will also be awarded a certificate from Pet's Choice, Inc., a "Doggy Bag" of goodies, and a photo of the "Alpha Fido" will be posted on their web site.

Anyone wishing to sell raffle tickets in order to enter their dog in the "Alpha Fido" contest should send an e-mail to [DoggyToWork@yahoo.com](mailto:DoggyToWork@yahoo.com) with the subject line "Alpha Fido." Voting will end on Sunday, June 29.

### **Photo Contest**

Pet's Choice, Inc. will also be conducting a photo contest this year as part of the fundraiser. Richmond Camera on Rt. 3 has donated a First Place prize of a 16x20 enlargement; Second Place prize of an 11x14 enlargement; and a Third Place prize of an 8x10 enlargement.

Anyone wishing to enter the photo contest should bring their dog photo (no larger than 5x7) to Dog Krazy at 1013 Caroline St. in Fredericksburg, as soon as possible, but no later than Sunday, June 22.

A donation of \$10 to Friends Fur Life is requested for each photo entered in the contest. All photo entrants will receive 12 raffle tickets for their donation.

Winners of the photo contest will be determined by popular vote. Votes will be cast by raffle tickets which will be available and recorded as votes for your photo at Dog Krazy. As with the "Alpha Fido" contest, this method of voting gives the voters the opportunity to win a raffle prize while supporting your photography work. Voting will end on Sunday, June 29.

In addition, the winning photos will receive a certificate from Pet's Choice, Inc. and the winning photo will be posted on their web site.

### **Details and Raffle Tickets**

All participants in the fundraiser events will be responsible for arranging to pick up tickets and drop off receipts at place and time designated by Pet's Choice, Inc.

Details about the upcoming fundraiser conducted by Pet's Choice, Inc. can be found at [www.petschoiceinc.com](http://www.petschoiceinc.com) or at [www.friendsfurlifeps.com](http://www.friendsfurlifeps.com)

For those out of the area, raffle tickets may be purchased on line by going to the Friends Fur Life donation link on their web site. Enter TYDTWD Raffle on the memo line and your raffle ticket numbers will be e-mailed to you.

If you have any questions concerning raffle tickets, send an e-mail to [DoggyToWork@yahoo.com](mailto:DoggyToWork@yahoo.com) with the subject line "Raffle Tickets."

All raffle ticket sales must be finalized on Sunday, June 29. Winners of the raffle, the photo contest, and the Alpha Fido will be announced by the first week of July.

### **Take Your Dog To Work Day**

Pet Sitter's International (PSI) has sponsored international Take Your Dog to Work Day on the Friday following Father's Day for 10 years. The event was started as a means to help encourage people to adopt dogs from local shelters and rescues.

Established in 1994, PSI is the world's largest educational association for professional pet sitters, representing more than 7,900 independent professional pet-sitting businesses in the United States, Canada and abroad. Information about their organization can be found at [www.petsit.com](http://www.petsit.com). Information on their Take Your Dog to Work Day program can be found under their link TYDTWDay.

Pet's Choice, Inc. is a member of PSI and certified PSI pet sitters. This is the second year they have conducted a fundraiser in the area to support a local shelter.

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