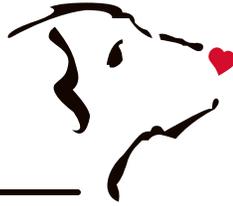




pet valu **WALK** 
FOR
DOG GUIDES

**Pet Valu Walk for Dog Guides
Social Media Kit**

The graphic is enclosed in a double-line black border. It features the Pet Valu logo (a dark blue circle with "pet" in white and "valu" in blue) to the left of the word "WALK" in large, bold, black, distressed-style letters. To the right of "WALK" is a stylized black and white line drawing of a dog's head in profile, facing right, with a small red heart on its snout. Below "WALK" is a horizontal line, and in the center of this line is a small dark blue circle containing the word "FOR" in white. Below this line is the text "DOG GUIDES" in large, bold, black, distressed-style letters. Underneath "DOG GUIDES" is another horizontal line. Below the entire graphic, the text "Pet Valu Walk for Dog Guides Social Media Kit" is centered in a bold, black, sans-serif font.

- The Pet Valu Family of Stores -





Pet Valu Walk for Dog Guides Social Media

Social Media Copy Templates

Introductory Posts

The Pet Valu Walk for Dog Guides is a national fundraiser held in communities across Canada, all with the goal of raising funds to help Canadians living with disabilities receive a life-changing Dog Guide. Each Dog Guide costs \$35,000 but they are provided at no cost. With no support from the government, Lions Foundation of Canada Dog Guides relies on the success of the Pet Valu Walk for Dog Guides to continue to provide these canine superheroes at no cost. Register and support the Pet Valu Walk for Dog Guides this year by visiting www.walkfordogguides.com. The national Walk date is Sunday, May 26th, but be sure to check your local walk near you. #WalkforDogGuides #lfcdogguides.

USE IMAGES PROVIDED IN THE RESOURCE SECTION

Lions Foundation of Canada Dog Guides (LFCDG) is a national charity that empowers Canadians living with disabilities to navigate their world with confidence and independence, by provide life-changing Dog Guides. LFCDG is the only accredited school to train Dog Guides in seven distinct programs. It costs \$35,000 to raise, train and match a Dog Guide to their partner, which makes fundraising so important. This year, the Pet Valu Walk for Dog Guides aims to raise enough funds to continue to help LFCDG fulfill its mission. The Walk is happening in over 200 communities across Canada during the month of May. Please visit www.walkfordogguides.com to learn more, donate, and register for a Walk near you. #lfcdogguides #walkfordogguides

USE IMAGES PROVIDED IN THE RESOURCE SECTION

Follow-Up-Posts

Looking to enjoy the nice weather and give back? The Pet Valu Walk for Dog Guides is happening on Sunday, May 26th across Canada, however some walks may take place on an alternate date. From coast to coast, people will be participating and raising funds to help match Canadians with disabilities to life-changing Dog Guides. Dog Guides provide confidence, independence and freedom to their partners. Please visit www.walkfordogguides.com to learn more about the Walk and register.

USE IMAGES PROVIDED IN THE RESOURCE SECTION

Do you know that Lions Foundation of Canada Dog Guides is the only accredited school to train Dog Guides in seven different programs in the world? From alerting to low blood sugars, navigating busy streets to responding to medical emergencies, Dog Guides do so much and work hard to make sure their handlers are safe. To ensure Lions Foundation of Canada Dog Guides can continue to provide services to those who need it and continue to provide Dog Guides at no cost, I am participating in the Pet Valu Walk for Dog Guides. Please visit www.walkfordogguides.com to learn more and register for a Walk near you.

USE IMAGES PROVIDED IN THE RESOURCE SECTION



I'm joining Pet Valu in their annual Walk for Dog Guides on **(INSERT DATE HERE)** at **(INSERT LOCATION HERE)**. Join us to help raise money for the Lions Foundation of Canada. With your help we can continue to provide Dog Guides at no cost to the growing number of Canadians who need them. Visit www.walkfordogguides.com to learn more and to register for the Walk.

USE IMAGES PROVIDED IN THE RESOURCE SECTION

Every year, communities across Canada participate in the Pet Valu Walk for Dog Guides to fundraise money for the Lions Foundation of Canada. 100% of the proceeds go towards supplying Canadians in need with a Dog Guide at no cost. This year our walk is taking place at **(INSERT LOCATION)** on **(INSERT DATE HERE)**. Join me by signing up here: <https://www.walkfordogguides.com/locations/>

USE IMAGES PROVIDED IN THE RESOURCE SECTION

Countdown Posts

1. Less than two more months left before the Pet Valu Walk for Dog Guides! All of the proceeds raised from the Walk go directly to helping match Canadians with disabilities with life-changing Dog Guides, specially trained in seven different programs. Visit www.walkfordogguides.com to sign up for a Walk in a community near you, or join the National Virtual Team. Register for the Walk before May 1st to have a chance to win a \$500 prepaid VISA gift card.

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2. One more month until the Pet Valu Walk for Dog Guides! Get ready with me and register to a Walk near you. Please visit www.walkfordogguides.com to learn more and to register for a Walk near you.

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3. We are two weeks away from the Pet Valu Walk for Dog Guides. People across the country will be joining together to show their support for Canadians in need of Dog Guides. One hundred percent of money raised will go towards matching Canadians living with disabilities to life changing Dog Guides.

USE IMAGES PROVIDED IN THE RESOURCE SECTION

4. Tomorrow is THE day! It's not too late to register and help provide Dog Guides at no cost. Visit www.walkfordogguides.com to join a walk near you or to participate virtually.

USE IMAGES PROVIDED IN THE RESOURCE SECTION

5. The Pet Valu Walk for Dog Guides is finally here, happening in communities across Canada! Today I will be participating at **(INSERT LOCATION HERE)**. Please support me as I fundraise for Dog Guides. All the proceeds raised from the event will go towards matching life-changing Dog Guides with Canadians in need of one. Go to www.walkfordogguides.com to donate and to sign up for the Walk.



USE IMAGES PROVIDED IN THE RESOURCE SECTION

Thank you Posts

Thank you to everyone who participated in the Pet Valu Walk for Dog Guides! Participants in over 200 communities across every province of Canada joined local walks in-person and virtually to show their support. A big thank you to everyone who supported the walk and donated to my page. I have raised _____ in support of Dog Guides so far. You can still donate online, visit www.walkfordogguides.com !

USE IMAGES PROVIDED IN THE RESOURCE SECTION

The Pet Valu Walk for Dog Guides was a big success! Thank you to everyone that participated and donated. So far, we have raised over \$_____. Visit www.walkfordogguides.com to donate until June 30th.

USE IMAGES PROVIDED IN THE RESOURCE SECTION

Tips for posting on Facebook & Instagram

- Please take the opportunity to tag Lions Foundation of Canada Dog Guides and Pet Valu in your posts, and use the hashtags #lfcdogguides and #walkfordogguides.
- Share with your friends, family and contacts on social media! Social media is a great way to get your message across and raise money for the Walk. Please feel free to share the link to your personal fundraising page in your posts.
- Get personal! Why are you walking for Dog Guides? Add to these posts and share your story. We love to hear why you support Dog Guides.
- Follow up. Keep posting on your social media pages. And remind your friends and followers about the Walk.



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