



Pet Valu Walk for Dog Guides 2026 Key Brand Messaging

Key Phrases

- "Join the Pet Valu Walk for Dog Guides to help restore independence and transform lives, one Dog Guide at a time!"
- "The Pet Valu Walk for Dog Guides is a powerful movement that is vital in providing life-changing Dog Guides to Canadians living with disabilities."
- "Each Dog Guide costs \$35,000 to raise, train, and match."
- "Together, the goal is to raise \$1.6 million."
- "National Walk Day: Sunday, May 31, 2026."
- "Lions Foundation of Canada Dog Guides is the only school in the world that offers seven distinct Dog Guide programs."

Core Purpose

- The Pet Valu Walk for Dog Guides is a national movement that raises critical funds and awareness to provide life-changing Dog Guides to Canadians at no cost. It also builds an inclusive, community-driven movement that supports accessibility, independence, and mobility for people with disabilities.

Cost & Funding

- Each Dog Guide costs \$35,000 to raise, train, and match.
- Our goal: Raise \$1.6 million!
- Dog Guides are provided at no cost to recipients thanks to the generosity of supporters.
- The Lions Foundation of Canada Dog Guides receives no operational funding from the government, making the event crucial to its success.

Impact Statement

- Lions Foundation of Canada Dog Guides restores independence for Canadians living with disabilities, providing Dog Guides at no cost that transform lives.



Call to Action

- Register today for the Pet Valu Walk for Dog Guides and join us in transforming lives!
Sign up now: www.walkfordogguides.com
- Join us on Sunday, May 31, 2026, or find a local event near you!

Tag and Hashtags

- Tag **Lions Foundation of Canada Dog Guides** and **Pet Valu** in your posts.
- Use the hashtags: **#Ifcdogguides #WalkForDogGuides #PetValu #IndependenceRestored #LivesTransformed**