

Appendix

Examples of marketing materials



**Warm digs
for some
cool cats**

Join Best Friends Animal Society at the Pennsylvania SPCA's new Fishtown location for a winter shelter building workshop.

Mr. Biscuits invites everyone to come out and learn how to construct simple, warm shelters for community cats in Philadelphia. All materials will be provided and the workshop is free. If you'd like to take home the shelter you build, there is a \$10 materials fee. Scholarships are available.

Please RSVP and contact us with any questions at philadelphiacats@bestfriends.org or 215-913-6013.



Mr. Biscuits was rescued by Animal Care & Control Team of Philadelphia and The Grannie Project. He tried to get warm in a car engine, but was badly burned when the driver unknowingly started the car with him inside. Please be sure to #TapTheHood and save a life this winter!

The Philadelphia Community Cats Project, a partnership of Best Friends Animal Society and PetSmart Charities™, is the humane, effective way to reduce the number of cats living on our streets. Community cats are the stray or feral cats who live in our neighborhoods.

Thursday, October 22 • 7-9 p.m.

PSPCA Fishtown
1546 Frankford Avenue
Philadelphia, PA 19125

