

Happy DOGust

Everybody loves a birthday - even our furry friends!

Birthdays should be happy celebrations and that was the thinking when North Shore Animal League America declared the first day of August as DOGust 1st, the official birthday of all rescue dogs. The truth of the matter is most rescue animals have no known birthday, so in 2008 NSALA created DOGust 1st to celebrate their importance in our lives.

Swiffer is celebrating DOGust all month long, using this Birthday Kit as a way to bring attention to our furry friends out there still awaiting adoption and share tools to create the best rescue doggy-themed birthday party. The following pages are a downloadable party to-go, featuring cut-out decorations to help you (and your favorite pooch) celebrate DOGust in style.

At the end of this kit, you'll find a birthday "gift" - a coupon from us for Swiffer Heavy Duty Pet products. In the spirit of giving, we ask that you consider passing on the favor by giving a "gift" to a local rescue organization - whether that be by adopting, volunteering or donating. For each person who posts their rescue pup party using the hashtag #SwifferDOGust, Swiffer will donate \$10 to our partner at North Shore Animal League America, up to a total of \$10,000.

We can't wait to see how you celebrate DOGust!

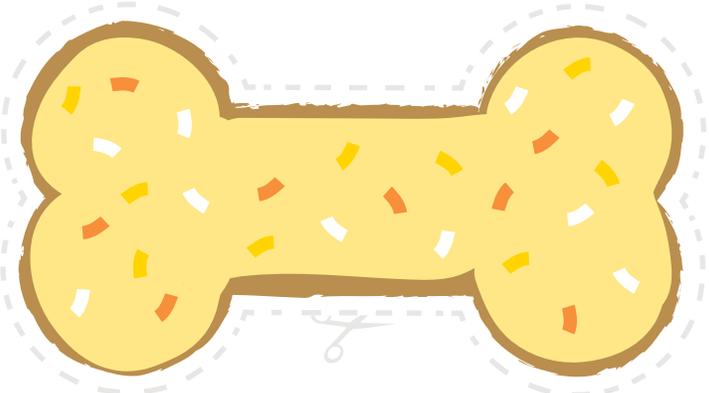
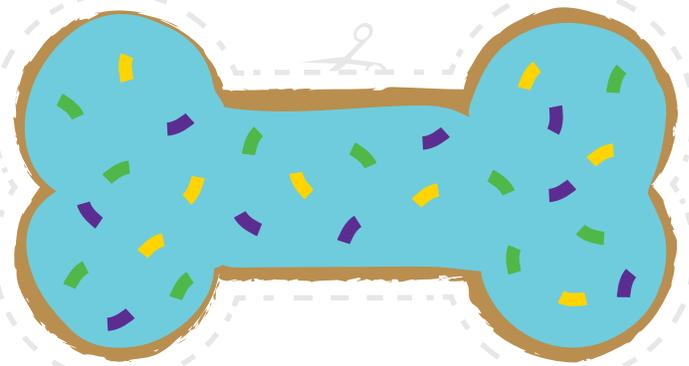
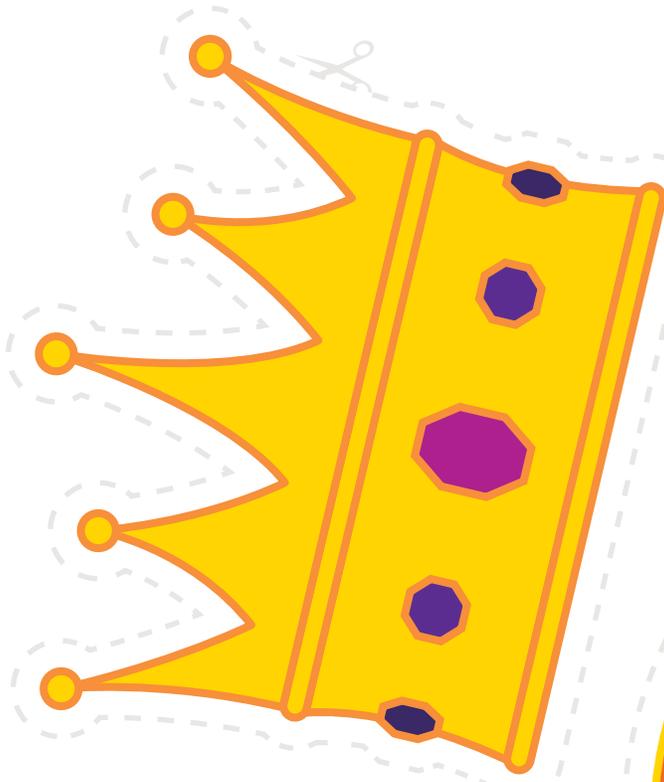


Show Us Your DOGust Birthday Celebration

STEP ONE
Take a DOGust
photo with
your pup.

STEP TWO
Post it to
social media with
#SwifferDOGust.

STEP THREE
TREATS!

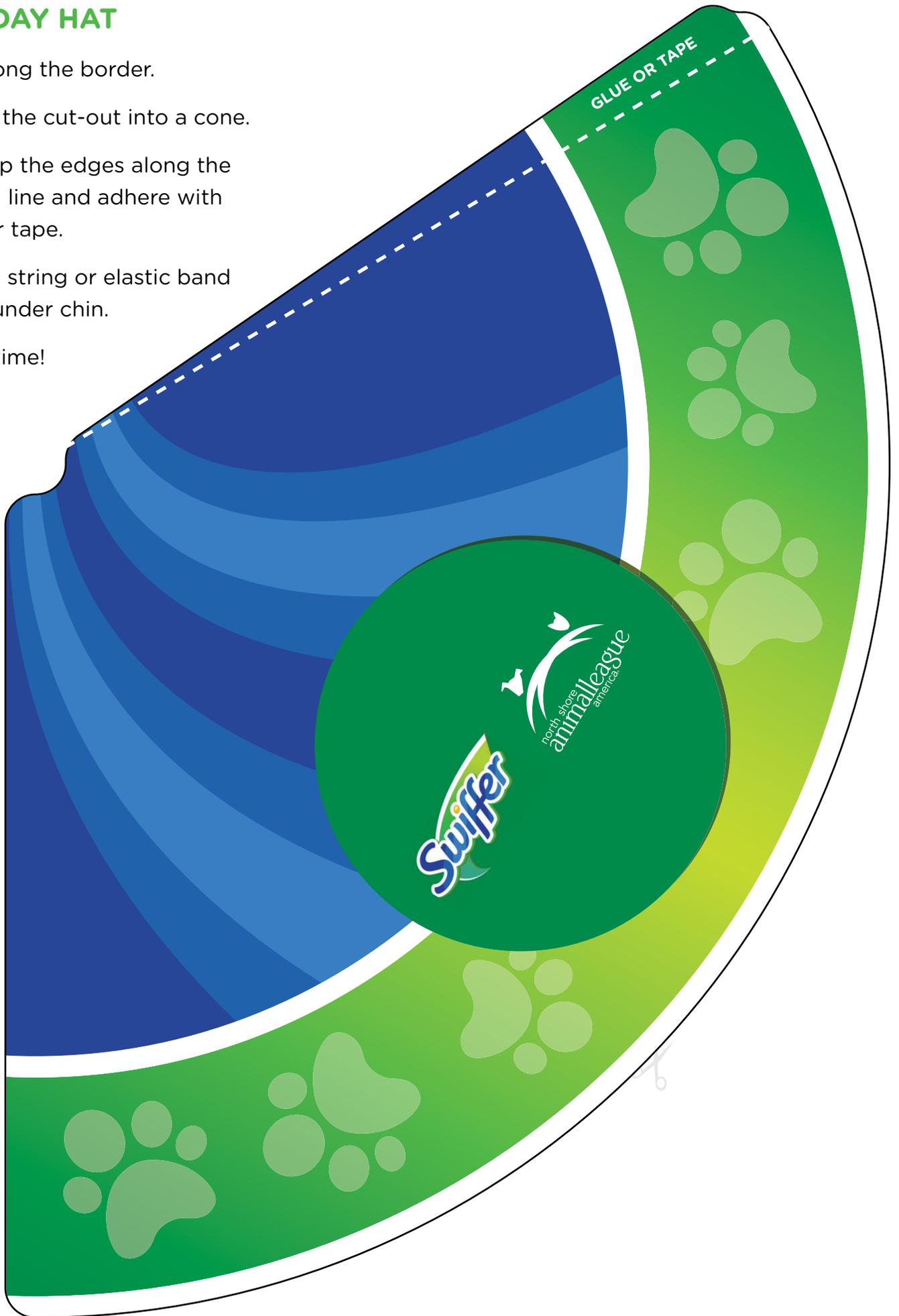


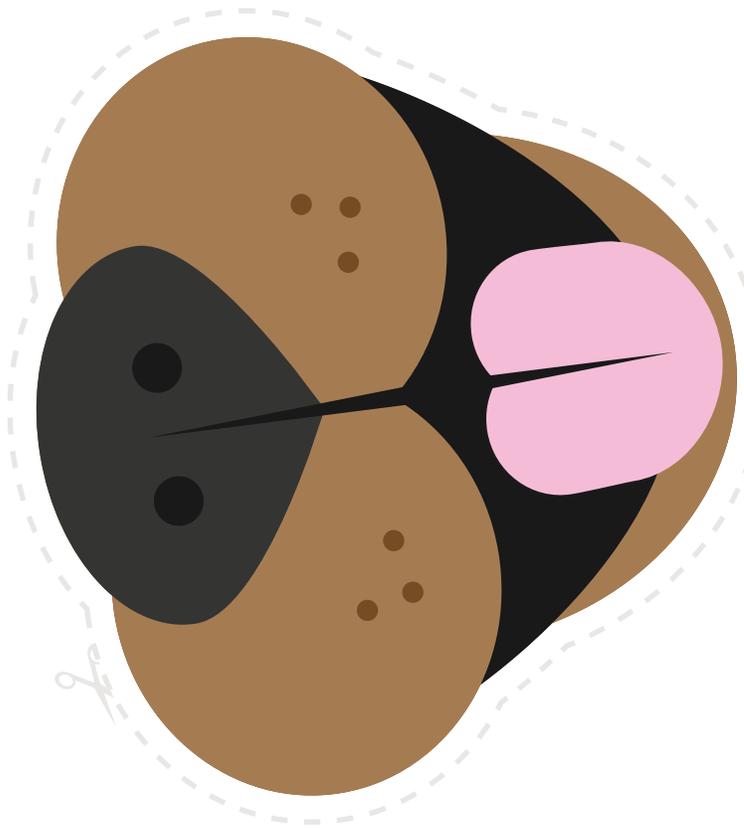
DOGust PARTY DECOR + PROPS

Cut along the dotted lines
and hang-up as decoration
OR attach to a popsicle
stick as a photo prop.

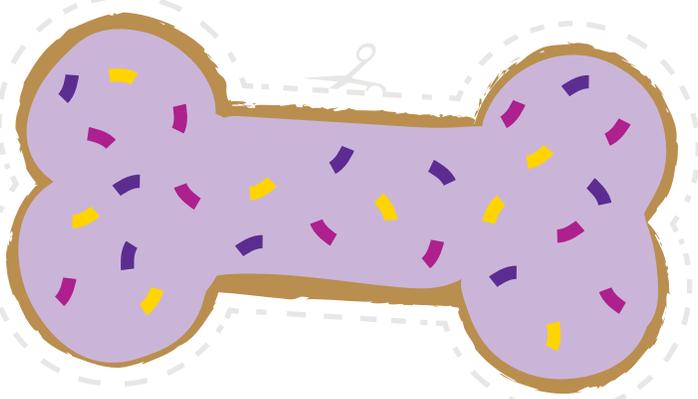
BIRTHDAY HAT

1. Cut along the border.
2. Shape the cut-out into a cone.
3. Overlap the edges along the dotted line and adhere with glue or tape.
4. Attach string or elastic band to tie under chin.
5. Party time!





Top
Dog



CLICK HERE

to access a special birthday "gift" from Swiffer: a digital coupon for Swiffer Heavy Duty Pet Products



**SHED HAPPENS.
TRAP + LOCK PET HAIR**



**SAVE \$1.00 NOW ON
SWIFFER PET PRODUCTS**

*Note: Coupon will activate on Saturday, August 1, 2020