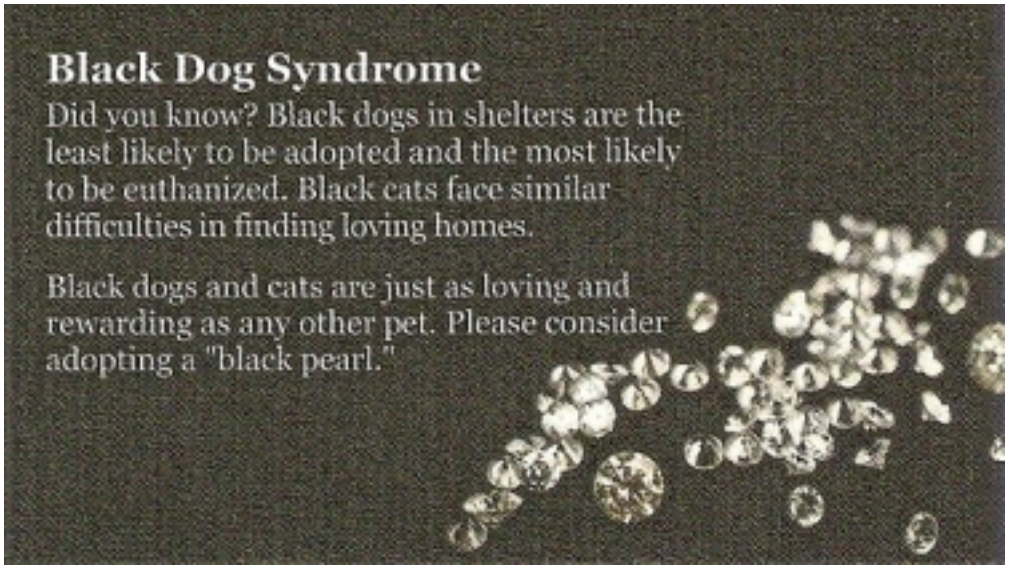

Do you ever wish you had a way to quickly and easily raise awareness about Black Dog Syndrome? A reader in Los Angeles sent us a great idea: create your own "Black Dog Syndrome Cards". It's nearly free, it's easy and it's effective. Here's how it works:

• Go to www.vistaprint.com .
• Under "Free Products" click on "Free Business Cards."
• Select from 42 free business cards designs.
• In the "Company Name" line enter: "Black Dog Syndrome" in bold.
• In the "Company Message" line enter: "Did you know? Black dogs in shelters are the least likely to be adopted and the most likely to be euthanized. Black cats face similar difficulties in finding loving homes. Black Dogs and Cats are just as loving and rewarding as any other pet. Please consider adopting a black dog or cat."
• Proof your cards for spelling. Initial that you approve the card design in the box provided.
• If you order 250 cards, they are FREE. You just pay shipping. The cheapest rate is $5.45 for a 21 day delivery window, but you may find that your cards take less time to arrive. You will also have the option to order 500 cards for $9.99.
• Like a good discount? So do we! Vista Print often offers online coupons which you can use for significant discounts at check out. To find current promotional codes, go to the website www.retailmenot.com " and in the "search" field enter "vista print promotional codes". All current codes will be displayed. Just click on the link and you will automatically be directed to the Vista Print site and the discount will be applied.
• Another option: approach your local printing business and ask them to print your Black Dog Syndrome cards for free. Some things you can offer

in exchange include listing the business as a sponsor on your website, featuring them as a sponsor in your newsletter and promoting them as a sponsor at your adoption events.

Ready to get your cards out there? Some ways you can spread the word about Black Dog Syndrome include:

- **Hand them out at the dog park.**
- **Leave a card with your tip at a restaurant.**
- **Give them out at events or parties.**
- **Leave them at the gas pump after you fill up.**
- **Post them on bulletin boards at coffee shops, doggie daycares, pet supply stores, dog training schools, dog boarding and other local businesses**
- **Ask black dog foster families to hand them out when they bring their foster dogs out in public.**
- **Hand them out at adoption events.**

The opportunities are endless. Want to customize your cards with your rescue group or shelter name? For a modest additional cost you can also have your organization name and contact information printed on the opposite side of the card. It's another great way to market your organization while raising awareness for black shelter dogs.