



CONTEST OVERVIEW

To become a finalist for the Bark for Your Park contest, PetSafe encourages communities of pet professionals, owners, shelters, welfare groups, and local civic officials to partner together to help their town win \$100,000 to build a PetSafe dog park. The runner-up city and the city with the highest percentage of votes to population will also be awarded \$25,000.

Here's how the contest works:

Step One: Who Let the Dogs Out?

What: Get friends, family members, community leaders, and everyone in your city to visit us online and vote for a dog park. Make sure your city's application is complete by finding a home for your dog park and encouraging your civic leader to log his or her support.

When: May 1 – June 14

Step Two: Top Dogs

What: Based on the information provided by each city, PetSafe will evaluate the availability of land, civic leader support, population size, and the total number of votes to select the 15 finalists.

When: Finalists will be announced June 15.

Step Three: Bark for Your Park

What: Visit us online to vote for your favorite finalist to win a grand prize of \$100,000 to build a PetSafe dog park. Encourage others to vote and check the leader board to see which cities are in the lead. Popular vote will determine the winner, who will receive \$100,000, and the runner-up, who will receive \$25,000. The additional \$25,000 will be awarded to the city who has the highest percentage of votes to population.

When: June 15 – July 24

Step Four: Howl at the Moon

What: During the last week of the contest, PetSafe will not post a leader board. The contest will go "dark" until the winning city gets a surprise announcement.

When: July 25 – August 1

Step Five: Every Dog Has Its Day

What: At the end of the contest, PetSafe will announce which community has won the Bark for Your Park contest and will receive the \$100,000 grand prize. We will also announce the two \$25,000 winners.

When: August 3

