



Key Brand Messaging

Key Phrases

- "Empowering bright futures and opening countless possibilities."
- "Let's walk together to unlock a future without limits."
- "A powerful movement to provide life-changing Dog Guides."
- "For our 40th anniversary of the Walk, we've set an ambitious goal to raise \$1.6 million!"
- "Each Dog Guide costs \$35,000 to raise, train, and match."
- "National Walk Day: Sunday, May 25, 2025."
- "We are the only school in Canada offering seven distinct Dog Guide programs, represented in the seven colours of the Pet Valu Walk for Dog Guides."

Our 7 Programs:

- Canine Vision (Red)
- Hearing (Orange)
- Service (Purple)
- Seizure Response (Green)
- Autism Assistance (Pink)
- Diabetes Alert (Teal)
- Facility Support (Blue)

Core Purpose

- The Pet Valu Walk for Dog Guides is more than just a fundraiser — it's a movement to provide life-changing Dog Guides to Canadians 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 empower individuals, creating brighter futures and unlocking countless possibilities for those in need.

Call to Action

- Register today for the Pet Valu Walk for Dog Guides and take a step toward changing lives! Sign up now: www.walkfordogguides.com
- Walk with us on Sunday, May 25, 2025, 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 #DogGuidesCanada #PetValu #BrightFutures #CountlessPossibilities**