

## Q2 Advocacy Impact Report

### The Purpose of Our Summer Advocacy Campaign

Every summer we see headlines, stories, special features and excuse after excuse – pets are left in parked cars to die of heat exhaustion. Pet parents may have just dashed into a corner store, ran into a friend's house for a minute or two, but they are forgetting that the temperature in their vehicle multiplies at an alarming rate in minutes. Their car becomes an oven!

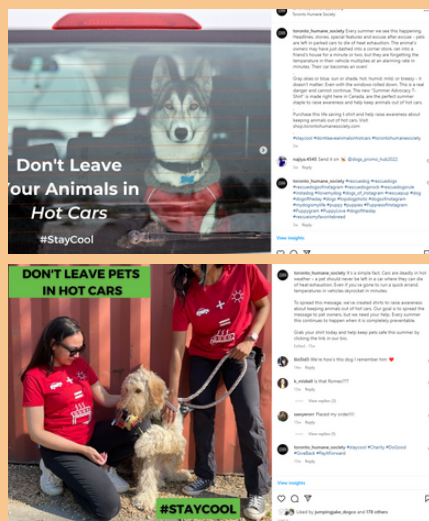
Grey skies or blue, sun or shade, hot, humid, mild, or breezy – it doesn't matter. Even with the windows rolled down.

The goal behind our summer advocacy campaign was to remind pet parents about the real dangers of leaving pets in hot cars and how they can keep their pets safe in the hot heat.

**53** 

#### Digital Shares on One Heat Safety Article

The article Keep Your Pet Safe all Summer Long that was published on our blog in June was digitally referenced by over 53 media outlets, such as CBC News, Winnipeg News, and World ABC News.



**Over  
50,000** 

#### Impressions on social media

20 static posts, stories, and videos were shared on our Instagram, Facebook, Twitter, LinkedIn, and TikTok to amplify our message.



**54%**

#### T-Shirts Were Sold

In June, July, and August, over half of all summer advocacy T-Shirts were sold from our location, our e-store, or at public events.

**Over 16 Million**

#### Impressions made from a Global News Feature

As summer officially began, Hannah Sotropa, Assistant Manager of Communications, shared safety tips on how to keep pets safe and healthy while in the sun. She also introduced our summer advocacy T-Shirt.



**5**

#### Digital Articles

Were shared to over 30,000 subscribers through our weekly newsletter, Scratching Post.



**1**

#### Printed Article

In our bi-annual magazine, AnimalTalk.