



FRIENDS FOR ANIMALS OF METRO DETROIT

2661 Greenfield Rd., Dearborn, MI 48120

metrodetroitanimals.org

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FRIENDS FOR ANIMALS OF METRO DETROIT'S ANNUAL MUTT STRUT FUNDRAISER TO GO VIRTUAL DUE TO COVID-19

DEARBORN. August 3, 2020 - On Saturday, September 12, 2020 Friends for Animals of Metro Detroit's (FAMD) 15th annual Mutt Strut presented by Dearborn Family Pet Care will be going virtual, to raise much needed funds for the animals in their care.

"With the challenges of holding an in-person event due to local restrictions in place and the concern for the health and safety of our participants, we have made the difficult decision to make the 2020 Mutt Strut a virtual event," says Sarah Rood, Friends Marketing & Communications Manager.

Registration begins today, August 3, and will be \$25 through August 15. Your registration fee includes a 2020 Mutt Strut t-shirt, and a donation to the animals. After August 15, the fee will increase to \$35, and will still include an official t-shirt and donation. FAMD supporters can sign up at FAMDMuttStrut.org and create their own personalized fundraising page to share with social media, family and friends. All Mutt Strut participants are encouraged to create a page and fundraise to support the shelter, and the animals we help. To reward you for your efforts, the top fundraising team and top individual fundraiser will each receive a prize.

"While we understand that it is not the same as gathering with other pet lovers for a day out with your dog(s), we hope you will still participate and most importantly fundraise to help the animals at FAMD. We aim to make this a fun event that you can participate in from the safety of your home, and to raise the much needed funds to support the animals and the mission of FAMD," says Rood.

The virtual event will include a live stream with announcement of the top fundraisers, words from our presenting sponsor, introduction of this year's Ambassador and Grand Marshal, fun activities and more. Even if you can't participate in the virtual activities on September 12, you can still participate! Mutt Strut is a month-long fundraising event that ends with our virtual event celebrations on September 12. Your participation occurs from now up to event day, so even if you can't join us virtually, you can still have a positive impact on animals in need. All funds collected before and during the event help save the lives of the animals who come through Friends, and give them a second chance at love.

Each Monday, the FAMD Facebook page will be celebrating #MuttStrutMondays. Here we will share info about our sponsors and vendors, feature animals your donations are helping, share ways to get out and have fun with your dog, and host interviews with staff and volunteers.



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We hope you will join us this year in our first ever virtual Mutt Strut – to raise funds that are needed now more than ever – to support the over 2,400 animals we care for each year. Your support is critical to allow us to continue to care for the animals of Metro Detroit and further our mission.

About FAMD

After more than 27 years of nurturing more than 59,000 animals, Friends for Animals of Metro Detroit has embarked on the second phase of their “More Love than Humanly Possible” capital campaign to construct Phase Two of their complex, an addition to the MaryAnn Wright Animal Adoption & Education Center. For more information about FAMD, a 501(c)3 organization, visit metrodetroitanimals.org.

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