

# Fur-real Birthday Pawty “HOW-TO” KIT

## Step One – PICK YOUR PET PARTY THEME: Ideas for a Fur-real Birthday Pawty

Pets play a very important role in our lives and deserve recognition for the unconditional love, happiness and companionship they provide. Honoring your furry friend by celebrating his or her birthday is one way to show them how much you care. If you don't know the exact birth date of your pet, consider celebrating on Saturday, May 17. On that day, Purina is honoring all the pets around the country with an unknown birthday.

The first step to creating a stellar birthday party for your best furry friend is to pick a theme. Based on the theme, your *fur-real pawty* can be as simple or extravagant as you wish. Here are some suggestions to help you get started for a birthday celebration your pet will never forget.

### ∞ **BBQ Birthday Bash for Hot Dogs and Cool Cats**

A simple way to celebrate your dog's or cat's life is by throwing a casual outdoor barbeque birthday bash with your friends and their pets.

- Play fun outdoor games with furry friends, such as tug-o-war or fetch with balls, sticks or Frisbees.
- Set up an obstacle course with objects like plastic cones, barrels, slides, or tunnels to have a relay race or chases with your pet and your guests.

### ∞ **Bark at the Park**

Does your pooch have a favorite park or off-leash area in your neighborhood? If so, why not take him there for a special birthday trip. This kind of theme is a low-stress, no-work party. Plan to meet up with your dog-owning friends and play together at the park, or just make time for you to pay undivided attention to your dog for his birthday.

- It's already a treat to your dog to be out in public without a leash, but bring along some tennis balls or a Frisbee for an exciting game of fetch.
- If there are hiding places in your park, you can also play a thrilling game of hide and seek with your guests and their dogs or plant treats for a scavenger hunt.

### ∞ **A “S-paw” Day for the Indulgent Pet**

Some dogs and cats love to be pampered, and your puppy's or kitty's birthday is a great day to show him or her how glad you are to be in each others' lives. Invite pet guests to come over to indulge themselves in honor of the birthday pet.

- Many spa activities are available for furry friends, like pet-icures with nail paw-lish, dog and cat massages and coat coiffing. Have massage specialists and groomers at the party to pamper your furry guests. While the pets are getting pampered, the humans can relax and mingle.

### ∞ **Pet-à-Porter: A Fashionista Celebration**



Let your dog or cat strut its stuff for this fashion show-themed birthday party. With the right music and clothes, you, your dog or cat, their guests and their owners will all have fun taking the catwalk—or “dog-walk”—to show off the cutest tail-wagging-wear.

- Give pet-inspired prizes for best costume, runway strut or best model. Have runway walking themes, such as, walk like an Egyptian, or “swim” down the runway. This is a time to be silly and get creative!
- Designate someone as the “paw-parrazzi” to take pictures of the pets as they “strut their stuff” on the runway. Guests can take the photos home as a memento from the celebration.

#### ∞ **Color by Paws**

For simple party planning, start with a color. If you have a favorite color for your pet, you can coordinate invitations, decorations and favors for a colorful birthday pawty, indoors or out.

- Try finding foam or tennis balls in the same color as your theme, and have pooch guests bob for tennis balls or play a game of fetch.
- Buy or make matching tug-o-war ropes for dogs to pull on or any matching creation of strings and feathers to toss and have cats chase and pounce.

#### ∞ **Fur-togenic For the Artistic Canine or Feline**

Does your pooch pal or feline friend prefer the fine setting of art galleries? Host a birthday party for your pet in a gallery showcasing dog-inspired artwork and photography, or convert your home into a gallery by hanging pet-inspired works of art.

- Emphasize the indulgent lifestyle of your dog or cat by offering elaborate treats and drinks for guests such as biscuits dipped in “chocolate” (carob and yogurt confections), and water or milk in oversized champagne glasses or glass bowls.
- Try loading artwork slides onto a large monitor or your TV screen, then take photos of your dog or cat and his guests, superimposing the photo onto the artwork. Play the slideshow on the big screen throughout the party. It will be like your own pooch or kitty is a classic work of art. Go to [www.petcentric.com/doggiemail](http://www.petcentric.com/doggiemail) for inspiration.

#### Partiers in the Know

No matter which birthday pawty theme you choose, make sure you look in your local newspaper on April 27, 2008 for some special savings on Purina dog and cat treats to serve at your birthday “pawty” celebration. Pet owners will be able to utilize the Purina® PetLover Savings coupons for savings of up to \$20 on dog and cat food and treats for their pets. For more information, visit [www.purinapetlover.com](http://www.purinapetlover.com).

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## **Step Two – PURR-FECT YOUR PAWTY WITH PAW-ZAZZ: Decoration Ideas for a Memorable Celebration**

Once you’ve selected a birthday “pawty” theme, start thinking about decoration ideas to help bring the celebration with your furry friend and his/her guests to life. We’ve continued with our sample themes to help you get started. Remember to keep human treats up high and doggie or kitty treats close to the ground. Especially in outdoor parties and on hot days, keep plenty of water available for your four-legged guests.

### ∞ **BBQ Birthday Bash for Hot Dogs and Cool Cats**

- Spread your tables with a fun gingham-print tablecloth and napkins in true barbeque style.
- Make name tags (or “dog tags”!) with bandannas for your furry guests from the same gingham barbeque print fabric as the napkins or another fabric that echoes the barbeque theme.
- Tie bells and feathers to the ends of helium filled balloons and float them around the backyard. They will provide hours of chasing entertainment for curious pets and add a burst of color to your backyard.

### ∞ **Bark at the Park**

- Going to a park for your pet’s birthday instead of hosting a party means you will need minimal decorations. Just some tables, chairs, balloons and tablecloths are enough. You could also have bags of fun toys available for some relaxed activities. Be sure to bring lots of paper plates and plastic utensils for the humans and plastic bowls for the furry friends. Also, be sure to supply your dog or cat with plenty of water for the extended day out.

### ∞ **A “S-paw” Day for the Indulgent Pet**

- Invite an animal massage therapist to relax the pet guests. Set up a tent in the backyard or select a room in your home for the pets to be massaged in peace and quiet.
- Set up grooming stations so pets can have their coats styled or get a pet-icure.
- Fill a few small kiddie pools with warm water and bubbles for puppies and adventurous kitties to soak in.
- Offer sham-pooch samples with personalized towels or grooming brushes as party favors for attending guests.



∞ **Pet-à-Porter: A Fashionista Celebration**

- Offer disposable cameras for guests' owners to take photos of the birthday event.
- Have blank dog and cat t-shirts and let guests or their owners decorate the shirts to model on the runway.
- Be prepared with a supply of cute pet clothes just in case your guests are not dressed for the occasion.
- Play dog- and cat-themed pop music for walking down the catwalk or "dog-walk" and give guests' owners a commemorative CD with the birthday runway soundtrack.

∞ **Color by Paws**

- Create colored collars to fit your four-legged guests, labeled with "[Birthday pet's name]'s party. I was there" or "Happy Birthday [birthday pet's name]!" and the party date.
- Offer treats dipped in carob-yogurt (dog-friendly chocolate) colored to match the party.
- Decorate the party area with balloons, table cloths, doggie and kitty dishes and pillows all in the theme color.
- Dress your pet with a bandanna, shirt or collar in the party color.
- Provide parting guests with "doggie bags" in the matching color filled with pet-appropriate toys in the color of the party, such as tug-o-war ropes or tennis balls for dogs; dabirds or charmers for cats.

∞ **Fur-togenic: For the Artistic Canine or Feline**

- Deck the walls with cat- and dog-themed posters, artwork or photographs.
- Offer champagne for the adults and champagne bottle-shaped treats for the pets, or serve animal beverages in oversized champagne glasses or classy vases.
- Instead of a guest book, have an autograph dog (stuffed animal made of writable fabric) for your guests to sign.
- Have a professional photographer shoot each pet guest like a work of art for the owner to take home as a keepsake.
- Have a caricature artist draw sketches of the furry guests with their owners to capture the moment.

For some special savings on dog and cat treats to serve at your birthday "pawty" celebration, look in your local newspaper on April 27, 2008 for coupons on Purina products. Pet owners will be able to utilize the Purina® PetLover Savings coupons for savings of up to \$20 on dog and cat food and treats for their pets. For more information, visit [www.purinapetlover.com](http://www.purinapetlover.com).

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## Step Three – PAW-LEASE AND THANK YOU: Gift Ideas to Show your Furry Friend you Care

With all the excitement of a birthday celebration, the best way to really tell your pup or kitty how much you love them is with a great birthday gift. Here are some ideas based on our proposed themes that can inspire you to pick the right present for your pal.

### ∞ **BBQ Birthday Bash for Hot Dogs and Cool Cats**

- Try to find a wicker dog or cat bed, and line it with a barbeque-appropriate pillow or blanket branded with your furry friend's name.
- Fill a basket or colorful bin with lots of fun toys and tasty treats for your dog or cat to enjoy.

### ∞ **Bark at the Park**

- Having a party at your pooch's favorite park is a gift in itself. To make the day even more special, bring along extra treats for your pup to enjoy, or spend more time playing fetch, tag or just taking a walk.
- Being at the park is also a great place to introduce some new toys to your furry friend, like a brand new birthday ball, tug rope or Frisbee.

### ∞ **A "S-paw" Day for the Indulgent Pet**

- Living a life of luxury for your pet makes everyday like a birthday. But on this special party day, some gifts to fit the spa theme for your special pal include new colors of nail polish, a new shampoo, or a new brush.
- For pet owners who love to dress their furry friends, try ordering a monogrammed pet bathrobe, towel, or terry cloth bed for after relaxing baths.
- On your pet's special day, why not splurge on new food and water bowls. For the feminine four-legged friend, try to find dishes donned in rhinestones, or find a cute dish and bedazzle it yourself!

### ∞ **Pet-à-Porter: A Fashionista Celebration**

- With a fashioned themed party, what better gift to give than clothes!! Dress your fashion loving furry friend to the nines, or "K-9's" as a special birthday treat.
- Surprise your pet with a new jeweled collar to wear at the party.



∞ **Color by Paws**

- Treat your special canine or feline to monogrammed pillow or blanket in the color of the pawty.
- Fill a decorative bin—which could also be pawty colored—with toys and treats, all fitting the color theme. Top it off with a bow or wrapping in the party color. The possibilities are endless!

∞ **Fur-togenic: For the Artistic Canine or Feline**

- Hire a local photographer, artist or caricaturist to capture an image of you and your pet and hang it in a special place in your home.
- Provide your pet with a special collar or outfit to mark the special occasion.

For some special savings on food and treats to give your dog or cat on its birthday, look in your local newspaper on April 27, 2008 for coupons on Purina products. Pet owners will be able to utilize the Purina® PetLover Savings coupons for savings of up to \$20 on dog and cat food and treats for their pets. For more information, visit [www.purinapetlover.com](http://www.purinapetlover.com).

# Fur-real Birthday Pawty “HOW-TO” KIT

## Step Four – COME, SIT, STAY: How to Send a Pawty Invitation to Fetch a Crowd

Planning the perfect pawty for your pet can be exciting for the whole family. The best part is gathering a group of animal-loving friends to join in on the fun. Below are steps to creating and distributing an invitation online via Evite, followed by some creative wording ideas based on our five party themes to help you fetch a playful crowd.

1. Register with [www.evite.com](http://www.evite.com) to create an account if you don't already have one.
2. Select a background theme:
  - ∞ Background themes are available in all kinds of colors and designs.
  - ∞ For pet-related invitations, search under the keyword “dog” “cat” “pet” or “animal”
  - ∞ If you can't find a simple background theme that matches your color or design preference, you can upload your own photo of your dog, cat, or whatever you want!
3. Enter your party information as prompted on the screen.
4. Invite friends by entering their email addresses and sending the Evites via email.

### Invitation Inspiration: Wording ideas to add “bark” and “meow” to your Evite

- ∞ **BBQ Birthday Bash for Hot Dogs and Cool Cats**
  - Bring your Hot Dog to our BBQ!
  - Hot Dog! It's a Birthday Barbeque Pawty!
  - Bring Your Cool Cat, for Some Hot Dogs at our Barbeque
- ∞ **Bark at the Park**
  - Come Bark in the Park with us!
  - Bark at the Park because its [pet's name]'s birthday!
  - Barky Birthday to [pet's name]!



- ∞ **A “S-paw” Day for the Indulgent Pet**
  - Come, Sit and Stay for Our S-Paw Birthday Pawty!
  - We Want to Relax with Mew at Our S-paw Pawty!
  - Come and Fetch a Relaxing Good Time at Our Pawty!
  
- ∞ **Pet-à-Porter: A Fashionista Celebration**
  - Walk the Catwalk for [Pet’s Name]’S Birthday Pawty!
  - Walk the “Dog-Walk” For [Pet’s Name]’S Birthday Pawty!
  - Come Chasse With Us at This Pet-À-Porter Birthday Fashion Show!
  
- ∞ **Color by Paws**
  - It’s my pawty and you are invited, fur-real!
  - Come, Sit, and Stay for a Special Birthday Pawty!
  
- ∞ **Fur-togenic: For the Artistic Canine or Feline**
  - Bring your Pretty Kitty for our Gallery Birthday Pawty
  - Frame your Furry Friend at our Fur-togenic Birthday Pawty for [pet’s name]
  - Come and Fetch a Chic Time at Our Pawty!