8/7 – no changes

Link: <http://www.animalcenter.org/home4theholidays/messaging-guidelines.aspx>

H1: Messaging & Guidelines

One of the important components of your organization’s involvement in Blue Buffalo Home 4 the Holidays will be creating materials and an on-line presence that explains what the program is about and why it is so important.  It is critical to make sure that everyone in your organization is prepared with background information and is giving out the same message whether it is through social media or an on-air interview.

