type of pet		informatio	n incentives	type of activity	advertiseme	advertisement where to feed and	
cats	birds	user reviews	benefits for participating businesses	walks	pop-up ad	water animal	
dogs	service animals	locations update their	making others	animal social events	instagram	pet stores with food	
fish	exotic animals	own pet friendliness	happy		ads	stores	
turtels	snakes	yelp	more customers	parks	television commercial	leave out water bowls	
some anim	als		_				
allowed (tig elephants, dragons)	ger,	Organized pet-friendly events	your animal explores life	eating in restaurants	influencers	water fountains for animals and humans	
						companies	
		allergens info	more exposure for businesses	shopping	flyers	give out food for free advertisement	