



FAQ

How does the contest work?

Pet contestants are entered into the competition that will take place over the month of May. Some pets belong to KBH staff, some are available for adoption at local humane societies and some are community pets. Each pet will have its own profile page and voting-donation form. The pet with the most donations on May 31st wins!

How does voting work week-by-week?

Each pet will have its own profile page on www.kbhmaine.org/pet-palooza. Simply click on the pet's image (under "Contestants") and learn more about the pet week-by-week. On the right of each pet's page is a donation form. Simply donate a \$1 minimum. \$1 will count as one vote. Make as many donations as you wish for as many pets. Votes will be tallied every day and shown on the pet's profile.

What shows are parodied?

The Pet Palooza will reimagine four reality tv shows. Week one will be the *Real Housepets of KBH* after Bravo's *Real Housewives* franchise. Week two will be *Big Critter* after CBS's *Big Brother*. Week three is *Purrvivor* after CBS's *Survivor* and the final week *The Petchelor* takes after ABC's *The Bachelor*. Pets on the leadership board will have information released about them that is relevant to each show.

What is the leadership board?

During the competition, a leadership board will show which pets are in the lead. Every week, the board gets smaller from 20 pets to 10 to five to the final three. The board is based on votes and can change at any time. Pets that make the leadership board by the end of each week will then have new information added to their profile. If a pet doesn't make the leadership board one week, they still can the next.

What are the prizes?

The pet with the most votes at the end of each week will win a \$25 Petco gift card. The final winner will receive \$100 in various gift cards including gift cards from Loyal Biscuit, Petco and more. Additional prizes may be added as well!

What is the partnership with humane societies?

KBH is partnering with humane societies in central Maine to highlight animals in need of homes. Shelters can enter animals up for adoption to promote those animals and to help raise money for their shelter. Donations made to adoptable pets will be split 50/50 between KBH and the shelter.

Additionally, throughout May, KBH will talk about how pets can be important for mental health and discuss the importance of National Pet Month. KBH will also be hosting a pet drive at each clinic. Donations will be given to local humane societies.

How can I encourage others to vote for my pet?

Pets entered into the contest will be given a link to a social media toolkit with Canva. This kit includes customizable social media posts, flyers and standard images that can be shared over multiple platforms or downloaded. You can also share the link to your pet's profile page with friends, family and coworkers. Anyone, anywhere can vote! If you have any questions about the kit, please email ekeane@kbhmaine.org.

What program does the fundraiser support?

The Pet Palooza will support KBH's Substance Use Prevention & Intervention Program. This program seeks to help adults and youth who are at risk for substance use disorders and provides support and treatment for those who are experiencing a substance use disorder.

The fundraiser will also support local humane societies that participate in the event.

How can I keep up-to-date with the event?

KBH will post regularly about the event on kbhmaine.org. We will also be posting on Facebook (@Kennebec.Behavioral.Health), Twitter (@KBHMaine), and Instagram (@kennebecbehavioralhealth). Follow us on those platforms to see the latest images, videos and rankings on pets!