

Dear Animal Enthusiast:

Last year in Columbia, South Carolina, **19,542** animals were euthanized because of overpopulation in our shelters. This epidemic is by no means found in Columbia alone.

In 2009 I launched the Rocumentarian. I did this to create positive, energetic, sometimes comical but definitely entertaining music videos to support humanitarian efforts. An additional goal of this foundation is to edit 30 second commercials from those videos for each organization to use royalty free to promote their cause.

Project Pet and the Rocumentarian would like to educate the public about the benefits of adoption and spaying or neutering pets in order to fight against animal euthanasia. The song choice for this project is "My Life Would Suck Without You." Hour Zero will reproduce the song at Jam Room Studios, and the talented Ms. Kim Harne will perform the vocals.

Two story lines will converge – a pet abandoned and now on death row at a shelter is saved by Project Pet and subsequently adopted by a semi-dysfunctional family (whose story also unfolds). We see that the family's life would suck without the pet and definitely vice versa. Drama is very likely between two humans, but a pet's love is unconditional. One scene will be shot at local pub and brewery, Hunter Gatherer, on Sunday, August 22 from 4 – 7pm.

We will be taping in September around Columbia, South Carolina. To date we have secured donations from the following corporate supporters: **Columbia Electric Service, Nelson Mullins, Catalyst Advertising, Palmetto Computer Consulting, System Wide Solutions Apexgraphix, & Devine Dentistry.**

Not to give too much away; I'll save the details of the video but for these few. There will be a VERY cool dance number by Unbound Dance Company choreographed by Caroline Lewis-Jones, some footage of Bark in the Park, and some cameos by former rescue pets and their owners.

The video will be unveiled at Project Pet's Annual Fur Ball Event on October 16, 2010. The video will also be on YouTube, Vimeo, and advertised through a social media marketing campaign. Further plans include offering a derivative of this video to other institutions fighting this same fight in other cities and states. Please consider joining the Rocumentarian Company Partners in this project. There are many ways to donate!



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