



Love will keep them coming

by

Kim Grant



# Look for a niche and trends

- × ***My objective:*** Bring more awareness to my pet business and increase membership.
- × ***The niche:*** Raleigh always rated as a hot spot for singles yet singles were always complaining that they could not meet anyone.
- × ***The trend:*** Dating for single pet owners.
- × ***The result:*** Raleigh's first **Singles & Their Pets Mixer.**



# Marketing the mixer

- × Shoestring budget
- × Website
- × Meetup
- × Fliers
- × Press releases
- × Calendar event listings
- × Word of mouth
- × Tabled at events
- × Social networking events
- × “Ask me what I am doing on October 19”
- × Bookmark

# Are you single? Do you love pets?

Join us for the Triangle's first  
**Singles and their Pets Mixer.**

Proceeds from this fun and playful evening  
benefit *Second Chance Pet Adoptions*.



**When:** Tuesday, October 19, 7 to 9 PM

**Where:** Pet Central  
950 W. Chatham Street, Cary, NC

**Cost:** \$12 in advance /\$15 at the door

Order tickets online at  
[www.KimsPets.com](http://www.KimsPets.com) or  
call 919.414.5507 for more information.

Doggie contests. Games.  
Food. Wine. And More...

Hosted by:  
- KimsPets.com, pet gift boutique  
- Companion Chi, pet massage  
- Sofa Pet Sitting

All persons must be at least 21 years old.

Who doesn't love to talk about their pet? You'll be at ease mingling with fellow pet lovers. You may even meet the love of your life.

Bring your four-legged companion or a photo of your pet. Don't have a pet? No problem. Rescued dogs will be there for you to socialize with or even adopt!



KimsPets.com

companion chi, LLC  
dog & cat massage - self service pet wash - mobile dogwash

STAPLES copy&printcenter

SECOND  
chance

WHOLE  
FOODS  
MARKET

Cary



# Holding the mixer

- × Chose animal shelter
- × Partnerships
- × Private dog park
- × Human food and dog treats donated, including a “doggie biscuit tasting”
- × Discount for prepaid tickets
- × Raffle tickets
- × Doggie costume contest
- × Nametags for humans
- × Proof of immunization for dogs
- × Dogs do better off leash
- × Volunteers
- × Singles who did not bring a pet were encouraged to bring a photo as an icebreaker.



# Results

- × Increased membership by 20 percent to over 300 members
- × Approached by different venues to host mixers
- × Approached by people from out-of-state to host events
- × Formed a solid relationship with the press
- × Featured on all the local TV stations (ABC, CBS and NBC affiliates), on the radio and featured in local/regional publications
- × Raised thousands of dollars for local animal shelters
- × Helped pets get adopted



# Results

## Singles went on dates

Attendees ranged from 20s to 60s. The majority were 30s to 40s

# Cary Singles Mingle

with their Pets

**L**ove was in the air at Cary's first Singles and their Pets Mixer Oct. 19, 2004, hosted by Companion Chi and KimsPets.com.

About 60 humans brought their canine companions to the event, which was held at Pet Central on Chatham St. in Cary. Pet owners and their dogs socialized both inside and outside in the doggie park. More than \$500 was raised to support Second Chance Pet Adoptions.

"Pet lovers feel at ease with other pet lovers, and they already have one huge thing in common – they love animals," said Kim Grant, event organizer and owner of KimsPets.com.

Plans are in the works for another mixer early this year.

For more information, visit [www.KimsPets.com](http://www.KimsPets.com) or call (919) 414-5507.



Darrell Ludlow and Emily McMullen,  
both of Raleigh, with Ozzie.

Photo courtesy of Kim Grant



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Thank you

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