



**Theme:** SAFETY

**Objective:** This distributor's client wanted to contribute in a tangible way to one of the communities where their employees live and work.



**Product selected:** Huggable Dalmatian

**Solution:** This client wanted to put a cuddly toy in the hands of small children who were involved in stressful situations. They purchased Huggable Dalmatians and donated them to the Fire Department who gave them out. A hang tag on the dog reinforced the client's commitment to safety and acknowledged the partnership with the Calgary Fire Department.

**Results:** Although it would have been best if no child was ever in a stressful situation that involved emergency responders, the 1000 dogs that were ordered were used within the year. And, for this cute and creative solution, the distributor was a BRONZE AWARD winner in the Promotional Product Professionals of Canada 2009 Image Awards.