

"Big Jack's Story:
When He Was Little, She Almost
Lost Him to Kidney Disease"
bit.ly/my-big-jack

"Cleo's Story: One Pup's Tale of
Love and Second Chances"
bit.ly/my-cleo

"Echo's Story: How an Animal Lover
and Animal Research Saved This Kitty"
bit.ly/my-echo



INTRODUCING FBR Real Pet Stories real pets. real people.

There's only one thing better than a good pet story – a good pet story that demonstrates how animal research benefits our beloved pets and family alike.

For 40 years, the Foundation for Biomedical Research has been at the forefront of creating strategic public outreach programs. Recent social media activity suggests *Real Pet Stories* may be our best ever!

It's captivating. It's informative. AND it discredits falsehoods peddled by our opponents. If you haven't been to our blog lately, find your reading glasses and see for yourself. [We've published a few stories.](#)

With Your Help, We Hope To Publish A Lot More

Be a hero! With a generous individual or corporate donation, FBR will be able to formally launch this creative educational initiative in the most attention-getting way possible. And together, we'll strengthen public understanding and support for biomedical research!



WAYS TO DONATE

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BY CREDIT CARD: Enter number, exp. date, CVV code, name on card. Send to nbassam@fbresearch.org

BY CHECK: FBR, 1100 Vermont Ave NW, Suite 1100, Washington, DC 20005

BY PHONE: Call (202) 457-0654

YES, I AGREE. THIS MAY BE FBR'S BEST IDEA EVER!

Enclosed is my personal gift my company's gift

\$ _____

FBR REAL PET STORIES ITEMIZED BUDGET: \$100,000

- Editorial Team: \$25,000
- Design Team: \$20,000
- Photo Retouching/Realistic Composites: \$5,000
- Online/Web/Print Promotion: \$25,000
- Traditional Media Outreach: \$25,000

Champions \$100,000

Founders \$75,000

Sponsors \$50,000

Partners \$25,000

Advocates \$10,000

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