



BUSINESS SPOTLIGHT



"A Non Profit 501 (c) 3 creating ways to help animals and the rescues committed to saving them"

Pawsitive Effects, Inc. was founded by Steve and Gini Shevick who wanted to make a difference and help the local rescues. Their desire to help the rescue groups was part of their way to fulfill their passion and love for animals. 3 years ago with the conception of Pawsitive Effects, Inc. they started to focus on the needs of these rescues and shelters. It always came back to one thing and that was the lack of funds to allow them to continue or take on more of our county's over populated and unwanted animals. Their first attempt of raising money, creating awareness of the resources available and educating our community was Barktoberfest. At this event, several local non profit rescues and shelters were invited to come and showcase their animals for adoption. The day includes things for the whole family including their pets. With incredible valuable raffle baskets that were so generously donated from our local businesses and the public to the sponsorships of the event was just one of the ways to raise money. The activity booths are all donation based such and provide a fun atmosphere throughout the day. The raffle for a \$500.00 Visa Gift Card is also a huge contribution of the money raised leading up to the event. Our incredible volunteers who help make this event so incredible dedicate their time with help and expertise offering Free nail clippings by Rhonda's Grooming, Pet Blessing by Rev. Susan Rhodes, Music/DJ by Eric Morado, Photography at our photo booths by Sandra Newton and guest appearance for photos with Santa Randy just to name a few. The popular pet costume contest gets so many laughs and the winning pet and their owner get a great basket of prizes. This year we have added pet related vendors as well as Paw Art by Jeni Novak, Pet Portraits by Maureen Fulginiti, Rock Painting by Lake Placid Rocks, free craft booth hosted by Lake Placid Junior Women's Club just to name a few. There will be Veterinarians on site from our area and with every adoption you will receive many free things from each of their offices. Pet Supermarket will be there again with Freebies as well as other booths from our area that can offer great information for the pets and their owners. Our food and supply drive during the event helps the cause greatly. When you bring dog/ cat food made in the USA, leashes, collars, cleaning products, paper products, toys, beds etc. you will receive a Free raffle ticket for a chance at an incredible basket.



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The best part of an event like this is not only does it find Fur-Ever homes for so many animals, 100% of the donations and money raised goes directly back to the invited and participating rescues. To date, Pawsitive Effects, Inc. has raised close to \$30,000.00 and Barktoberfest's have found close to 100 animals a home.

The ongoing mission outside of Barktoberfest includes a Painting For Paws painting party, Pampered Chef for PAWS, TD Bank Affinity Program, Amazon Smile purchases and the planning of many other events.

They are still excepting sponsorships with an extended deadline of Sept. 15th, raffle basket items can be donated up to the day of the event and raffle tickets for a \$500.00 Visa Gift Card can be purchased locally at Chic Chick Boutique/Lake Placid Embroidery. (You do not have to be present to win)

You can learn more about the 4th Annual Barktoberfest on Facebook at Barktoberfest, Lake Placid or contact Gini at 863-441-0351, or e-mail pawsitiveeffects1@gmail.com

