

Suggested email copy to adopters, foster families, and team members:

Instructions: Copy and paste this text into an email.

Trupanion's Tricked Out for Treats Pet-tacular is launching October 1!

We're excited to share a fun and festive initiative hosted by Trupanion that **[insert your shelter/rescue organization name here]** is proud to participate in — and we encourage you to join us!

Trupanion's Tricked Out for Treats Pet-tacular is a pet costume/photo contest that brings together pet parents and pet lovers alike for some friendly, festive competition. Beginning October 1, participants can submit a photo of their furry friend in a (pet-safe!) costume at trickedout.trupanion.com and use social media to collect votes for their entry.

Then, on October 30, tune in to Trupanion's virtual celebration where they'll showcase select picks of the patch, give away prizes to viewers, and have a pet-tacular good time!

Visit trickedout.trupanion.com to learn more!

It's not all fun and games...

Trupanion has created a special category, "Adorably Adoptable" (open exclusively to shelter and rescue personnel) to shine a spotlight on pets looking for their forever homes.

The submissions in this category will receive extra attention on their showcase page, with special pet profiles designed to help pet parents find their perfect match.

By joining the fun and sharing this event with your friends, family, and community, you're helping pets in need (like ours!) find their forever homes.

When do submissions open?

Submissions open on October 1 at trickedout.trupanion.com. Non-shelter/rescue personnel can choose from the following categories, so start brainstorming your pet's costume now!

- **Solo Stunners** – Solo pets ready for their close up
- **Squad Goals** – 2 or more pets dressed in coordinated outfits, showing off their seasonal spirit
- **Senior Sweeties** – Pets over the age of 7 sporting their finest
- **Pick of the Litter** – Pets under the age of 1 serving looks
- **Kitty Corner** – A category just for casts, showcasing their playful purr-sonalities
- **Clinic Charmers** – Office mascots and veterinary staff member's pets
- **Me & My Human** – Best coordinated and most creative pets and their people

Safety first! Be sure to check out Trupanion's guide to your pet's worry-free wardrobe, available on trickedout.trupanion.com, to ensure your pet's comfort and safety. Tips include:

- Make sure your pet's costume fits well. It should be loose enough for them to move easily, but snug enough to prevent tripping.
- Steer clear of any costume accessories that cover their ears, mouth, or eyes. Always keep these areas free of obstructions.
- Avoid costumes that might make your pet overheat.
- If you're heading out with your pet, keep them on a secure leash with up-to-date tags. Adding reflective gear is also a good idea to help keep them visible in the dark.
- Check their outfit for any small parts like buttons, beads, or tassels that they could chew or swallow. Remove or secure these items before dressing them up.
- Avoid hair dye or paint that your pet could lick, as some may be toxic if ingested.
- Remember: Don't force your pet into a costume (no matter how cute!) and always watch for signs of distress or anxiety in your furry family member.

For more information and official contest rules, visit trupan.in/trickedout