

At last, a... commercial!

It had long been our dream to have a professional commercial produced, but because of costs involved, the dream had always eluded us. Not only were we aware the cost would be prohibitive, but we wondered where we would find someone who had the specialized talent and skills to help us carry it off. And who would be willing to do the work at little or no cost to the Society? Though we spoke now and then of the possibility at Fundraising Committee meetings, for the most part, it was with yearning voices...



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And then along came Mr. Charlie Sass of CIVA Communications! With the support and backing of owners, Caroline Bonham and Dwight Coughlan, Charlie walked us along an intricate path that would eventually lead to a truly professional 30-second commercial, and an effective fundraiser.

Planning meetings with Charlie began last summer, and soon led to script writing. At the same time, actors were auditioned and selected, including a talented young boy, Josh Macedo, and an exquisite golden retriever, Keeper, who, together, stole the show!

As fall turned into an early winter, a shooting location was chosen, props were collected, and we were off! Exuding a highly creative energy and a marvelous talent, Charlie worked patiently and tirelessly throughout a chilly day, directing and coaching the actors until he was satisfied the shoot was done - and done well. Soon after, he found the talented, Brenda McMorrow, to do the voice over, and Steve Hardy for the music. Then the graphic designing and editing process began. When Charlie called us to view the end product - we knew at first glance that we had a creative gem!

In December, we bought advertising space to have the commercial shown on the NewPL. Because advertising costs are so high, however, we have not been able to continue showing it. In the interim, we have been trying to find businesses willing to sponsor the commercial so that we can have it shown throughout the year. We have no doubt its subtle yet poignant message will offer us positive exposure while contributing significantly to our financial health.

Thank you Charlie and CIVA Communications for making our dream come true!



Keeper