

# Event Overview

## Puttin' on the Leash The Great Catsby

Puttin' on the Leash, now in its 18<sup>th</sup> year, is one of Boulder's most anticipated annual events. Saturday, April 24<sup>th</sup>, 2010, 6:00 – 10:00 pm, Coors Event Center, CU Boulder Campus

### Terrific Food and Drink

Not your typical "rubber chicken, boring speeches" benefit dinner, our guests sample delectable food from over 20 local restaurants and catering companies, while enjoying complimentary beer and wine.

### One of the Largest Silent Auctions in the Area

While circulating through the different food booths and bars, guests bid on over 600 fabulous silent auction items donated by over 300 Boulder companies. We offer unique jewelry and clothing items, fine art, sports memorabilia, items for your home, as well as a large selection of animal-related products and more. As our guests mingle, they can meet-and-greet some of our adoption animals - typically every animal we feature at Puttin' on the Leash is adopted that weekend.

### Famous Live Auction

At the close of the silent auction, guests move to tables set with more food and wine, to enjoy our incredible live auction. A week's stay in a fantastic private home in Provence, a behind-the-scenes tour of Channel 7 and dinner with Mike Nelson, a delicious vacation in California's wine country, or an incredible African Safari -- these are just a sampling of the amazing items we offered for bid in 2009.

### Paddle Raiser

This special appeal follows the live auction, as we ask our guests to help us provide shelter and food and medical services for thousands of homeless and abused animals in our care. It is a powerful reminder of why everyone is there that night – we highlight many of our adoption animals in a heartwarming video presentation.

### Target Audience

- Over **600 attendees** came to the event on Saturday, April 25, 2009
- Over 30 major corporate and individual sponsors and their personal and business guests -- corporate decision-makers and community leaders.
- Over **200 volunteers** donate their time and energy to keep the event running smoothly and seamlessly.
- Puttin' on the Leash is also one of Boulder's most affordable gala events; at the general admission level tickets are only \$50, allowing a wide cross-section of the Boulder community to attend.
- Animal lovers, bargain-shoppers, world travelers, food and wine aficionados – there is something for everyone at Puttin' on the Leash!

