



Monmouth County
SPCA

NOT-FOR-PROFIT
ORGANIZATION
Founded 1945

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Monmouth County SPCA Valentine's Brunch

All They Need Is Love

EATONTOWN, NJ – Love is in the air once again at the **Monmouth County SPCA Valentine's Brunch**. The yearly event is being held at McLoone's Pier House at Pier Village, Long Branch on Sunday February 12th at 11am. With or without a sweetheart this is a great way to share your love with the homeless animals of the **Monmouth County SPCA (MCSPCA)**.

Thanks to the growing love and support from our loyal friends in and around the Monmouth County area, the **MCSPCA** saved over 4,000 lives in 2011, a number that has continually increased year after year.

Over the summer the **MCSPCA** experienced something for the first time in their 67 year history – the launching of an actual advertising campaign. In the past, the organization has had the opportunity to run an ad here or there promoting a particular event, but this was a full scale multi-media campaign and it wouldn't have been possible without a lot of help from their friends. Honoring all of them at this year's brunch was an easy decision for the staff to reach.

The **MCSPCA** turned to longtime supporter **Kim Levin** of *Kim Levin Photography*. Ms. Levin's wonderful photography can be seen throughout the building of the **Monmouth County SPCA Homeward Bound Adoption Center**. When the **MCSPCA** first thought of producing a yearly alumni calendar it was the fun, tender and loving images that Kim's pet photography captures, that captured the members of the organization. Connecting with Kim and securing the proper photos for this project was the first order of business. As always she was happy to lend her time and talents to the animals in need and help spread the **MCSPCA's** message of adoption.

"Starting back in 1998 with support of the MCSPCA's annual dog walk evolved to the development of the first four years photographing their annual wall calendar and has now culminated with our partnership on their first advertising campaign. I am honored and humbled by the acknowledgment of the Monmouth County SPCA for the many years of work we have done together," said **Ms. Levin** upon learning she was one of the honorees at this year's Valentine's Brunch.

While the **MCSPCA** had a rough idea of the message and emotion they wanted the advertising to evoke, they had no idea of how to make it all come together. They decided to reach out to the creative team of **Robert Nicol** and **Deborah Rivera** of *Square Melon Communications* who had been working with the **MCSPCA** for almost two years in creating the image for their special events and yearly dog walk logos. Now the *Square Melon* team would be counted on to help take the pieces the **MCSPCA** gathered and put together a polished and sophisticated campaign that would appear in print and on local movie screens, billboards and buses. To reach an even greater audience, a promotional t-shirt to help support the animals at the adoption center was a perfect solution.

"Any friends of the furry creatures of this planet are surely friends of ours. Square Melon Communications is honored to have been given the opportunity to do good things together with the amazing staff of the Monmouth County SPCA. We look forward to continuing to help make better lives for the animals, whose friendship gives our daily lives so much meaning," commented **Robert Nicol** of *Square Melon* about having the **MCSPCA** celebrate their relationship at the brunch.

The buffet brunch is \$75 per person and includes one Mimosa or a Bloody Mary (cash bar available). **Wakah Chan** will also be returning again this year to provide live music for all in attendance. There will also be a 50/50 drawing and a huge chance auction with incredible prizes. Valet parking is available.

Seating is limited. So don't miss your opportunity to attend one of the **MCSPCA's** most anticipated events of the year. For reservations or additional information, please call 732-542-2030 no later than February 6th or download your registration form by visiting www.monmouthcountyspca.org under the events heading.