"Your Pet Ought To Be in Pictures"

Imagine your pet in full color on the cover of THE NEWS-ITEM

HERE'S HOW IT WORKS...

Bring in, or send us, a sharply contrasted color photo of your pet. Our readers, through a dime a vote, will decide which one will be our “Pet of the Year.” The top 13 vote-getters will appear in our 2018 pet calendar. The “Pet of the Year” will be on the cover and the other 12 pets will appear on a month of the calendar.

Best of all, all money collected for the votes will support THE NEWS-ITEM Newspapers in Education

Newspapers in Education (NIE) allows us to distribute free copies of THE NEWS-ITEM to local school classrooms. The NIE program was developed for educators to encourage students to use the newspaper as a resource. Promoting reading has been recognized as an effective way to reduce literacy, open new worlds for children and allow them to use their creativity and imagination.

RULES:

1. Send a high quality, sharply contrasted, horizontal color photo of your pet to the attention of Heather Mack c/o The News - Item, 707 N. Rock St., Shamokin, PA 17872
2. Photo Deadline is October 27, 2017
3. On the back of the photo, lightly print your name, address, day phone number AND your pet’s first and last name.
4. The photos of the pets will be published in late October. Readers will cast dime votes for their favorite pet. The pet with the most votes by noon Friday November 17, 2017 will be declared “PET OF THE YEAR.” Twelve others will be Pet of the Month. In case of a tie, a coin toss will decide the winner.
5. Photos will not be returned unless accompanied by a self-addressed, stamped envelope.
6. Employees of The News-Item and their families are not eligible to win.