



Please direct any questions or comments to:
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What Is It?

“To love and be loved is to feel the sun from both sides” – David Viscott

Has an animal ever warmed your heart? Isn't it wonderful that they love us no matter who we are what we do? It is in this same nature of unconditional love that the Downward Dog Days project was created. Only through giving love do we receive it's full benefits.

- **Goal:** to raise funds in one week to support the ethical treatment of animals.
- **Means:** the Yogi you support will perform Yoga 1x per day for 7 straight days symbolic of their dedication to the cause
- **Vision:** to live in a world where animals are given as much unconditional love as they provide us
- **Benefit:** AZ Animal Welfare League (AAWL) & the Society for the Prevention of Cruelty to Animals (SPCA)
- **Celebrate:** a thank you celebratory event will be held on Saturday October 20th; stay tuned for the details!



Welcoming adoptable animals from other shelters where they might be euthanized. Caring for them until each is adopted into a loving, lifetime home.

What's with the name?

- **Downward Dog Days:** We are quite aware that not all styles of Yoga include this popular pose, but due to its familiarity, even with non-Yogis, as well as its inclusion of “Dog”, we feel this is a great & fun representation of the concept

Why Participate?

- **Your Health:** 7 days in a row of yoga will have you jumping like a puppy for joy! You can **practice at a studio or at home!**
- **Your Heart:** each moment you spend and pledge you recruit is another deed well-done to cause a difference in the world
- **Your Business:** Participating studios will be featured & **linked to from the project Web site**. Media will be present at the celebration event for **local publicity**. All studios are welcomed & encouraged to bring representatives & materials to the celebration event to inform all participants, donors, friends & family of the great practices you have to offer: **new students!**

When Is It?

- **September 10th – October 19th:** Complete your 7-days of Yoga during any 7-day period within the timeframe allotted
- **October 20th:** Celebration event to honor participants, donors, teachers, yoga studios, friends, families & animals!

I'm In! Now What?

- **Sign-Up:** Visit www.downwarddogdays.com for more information, to download the donor form & to make online donations
- **Raise Funds:** Tell your friends, family & peers about your project and get 10 to support your 7-days at one of two levels
 - The Puppy:** \$5 per day for a total of **\$35**
 - The Big Dog:** \$10 per day for a total of **\$70**

