



Petey's Promise and Wiley X Bring to You the "Petey's Promise Pet Awareness" Commercial Contest

Harrisburg, NC – Feb. 23rd, 2010 – Petey's Promise announced today its first annual "Petey's Promise Pet Awareness" Commercial Contest sponsored by Wiley X Eyewear®.

The contest is open to all University of North Carolina at Charlotte students, and will consist of one 30-second commercial promoting Petey's Promise and responsible pet ownership and awareness.

"We are really excited about this opportunity to see what the creative and fresh minds of the UNC-Charlotte students produce," said Liz Mellott, president and founder of Petey's Promise.

"Initially, we are opening this up to the University of North Carolina at Charlotte students. Hopefully we will encourage other Nationwide colleges to participate and promote the need for pet food banks across the Country in the future."

The contest will be held on the Petey's Promise page on the online social media site YouTube.com (www.youtube.com/peteyspromise). Voters of all ages will be encouraged to log onto the page and vote for their favorite submission.

Petey's Promise will not limit the total number of entries. However, the starting top 50 commercials to be considered for voting will be selected solely by the Petey's Promise team. Public voting will begin April 5th, 2010, with eliminations announced in the following order until the Grand Prize winner is announced. The top 50 will be posted April 5th, the top 25 announced April 12th, top 10 April 19th, top five April 26th, and the Grand Prize team will be announced Monday, May 3rd.

Contest teams may consist of one to four people (not including pets), and entrants should be between 18-24 years of age. Send submissions to peteyspromise@gmail.com from March 8th-26th via YouSendIt.com. Please, legitimate entries only!

The Grand Prize team will receive two men's and two women's pieces of Wiley X custom eyewear, along with other contributions from local vendors, such as Foster's Grille of Concord, NC. Wiley X Eyewear®, a leading provider of protective eyewear systems, offers a full range of high-performance protective eyewear products which has lead to increased brand recognition and growing use among enthusiasts of a wide variety of demanding outdoor sports and activities, including boating, fishing, motorcycle riding, mountain biking, rock climbing and more. For further information about Wiley X or to view its product line, please log onto www.wileyx.com.

Petey's Promise, Provisions for Pets in Need, is a 501c3 non-profit that provides pet food and supplies for pet owners in the Greater Carolina area who require assistance to care for their beloved animals, versus having to surrender them to a shelter or foster home. For further information regarding Petey's Promise or the contest please log onto www.peteyspromise.org or email us at peteyspromise@gmail.com.