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MONTGOMERY HUMANE SOCIETY
saving lives ... completing families

12th Annual

Friends for Life

PET PHOTO CONTEST



July 26 - August 6
Eastdale Mall



MONTGOMERY HUMANE SOCIETY
saving lives ... completing families

1150 John Overton Drive
Montgomery, AL 36110
334-409-0622
www.montgomeryhumane.com



The Montgomery Humane Society is proud to announce the twelfth annual pet photo contest and

fundraiser! With such overwhelming success these past eleven years, we are certain that this year's contest will be the best ever. With all proceeds raised by the event going to help feed and care for over 12,000 animals that pass through the shelter's doors each year, we know that they are the real winners. Of course the pet receiving the most votes will also be a winner, as our cover pet for our 2011 calendar.

So get your friends, family, co-workers, even complete strangers to go out and vote for your pet. Who knows—your pet just



might be the ultimate friend for life! While there can only be one cover pet, there will also be 13 pets of the month and 70 pets of the week.

pet companions with purr-fect pedigrees

Important Information

- Entries will be accepted beginning June 1, 2010.
- Votes can be made online (www.montgomeryhumane.com) by mail, or by stopping by the Shelter.
- Beginning July 26th all entries will be displayed at the Eastdale Mall where you can also cast your vote.
- Each vote is one dollar and there is no limit to the number of votes a person can cast.
- Most importantly, all proceeds go to help the shelter animals.



For more information call
409-0622, ext. 207
or visit our website at
www.montgomeryhumane.com

Mail or drop off this form along with an 8x10 photo of your pet and a \$10 donation to:

Pet Photo Contest
Montgomery Humane Society
1150 John Overton Drive
Montgomery, AL 36110





Friends for Life

CONTEST RULES & REGULATIONS

All you have to do to enter is submit an 8 x 10 photo of your pet along with an entry form and a \$10 donation to the Montgomery Humane Society. You can enter as many photos as you desire, but each requires a separate entry form and \$10 donation. Entries will be accepted now through August 5, 2010.

From July 26th-August 6th, MHS will display all entries at Eastdale Mall where the public can vote for its favorite photo!

Everyone may vote as many times as they wish—donating \$1.00 to MHS for each vote they make. Votes may be placed at the Eastdale Mall, on-line (www.montgomeryhumane.com), at the shelter, or by mail. Deadline for voting is August 6th, 2010, at 6:00 p.m. All donations are tax deductible.

There will be an overtime voting period at Eastdale Mall beginning at 6:00 p.m. August 6th. Everyone in line at that time will be allowed to vote in round by round competition.

TIPS FOR PHOTOGRAPHERS



RED-EYE: This problem can be prevented in several ways, the best of which is to shoot without flash. Some newer cameras have a red-eye reduction feature, so use this if your camera is equipped with one. If your camera does not have this feature and you must use a flash, try to have your pet not look directly into the camera.

DARK/LIGHT ANIMALS: It is common to see photos of black dogs that look more like black blobs, and white dogs that have washed-out features. With black animals especially, it is



important to give them lots of light from all sides to bring out their features and detail. Ideally, make the pictures outside in a shady spot on a sunny day. Always use a flash



when shooting dark-coated pets. Use a fast film speed, 400 or above. Try not to have the pet backlit. Avoid using fluorescent light as this will distort the colors in your photo.

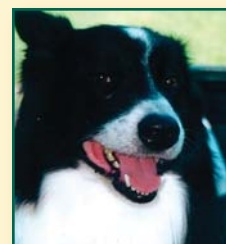
ANGLE: Don't look down on your subject—come down to their level. Sit on the floor or lie on your belly to get a good angle.



PATIENCE: Squeaky toys and dangling feathers get their attention when the camera is ready. It may take some time for your pet to calm down, so just wait him/her out. Eventually they will relax

(as soon as you step away from the camera) and do something cute. Hold the squeaky toy in the place where you want the animal to look. A favorite word or sound the animal likes will provoke a twist of the head, perk the ears up, or otherwise create that special look we want.

COMPOSITION IS TRICKY: To help visualize what the final photo will look like, view your composition through the viewfinder and pretend it's a picture. Notice items in the background and foreground. You want to focus on the face, the eyes, and the overall facial expression.



GET CLOSE: Perhaps the easiest and most effective way for people to improve their photos is simply to get closer. Try doing just a headshot—and fill the viewfinder with it. Close-

ups not only eliminate distracting clutter around the subject but let us see the subject more clearly.

Experiment with color, props, settings, and camera angles. And soon enough you'll be turning your photos into works of art!

ENTRY FORM

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____

Work Phone _____

Pet's Name _____

Email address _____

Dog Cat Other _____

Shelter Animal Yes No

Primary Breed _____

Method of Payment

Cash Check Visa MasterCard

Credit Card # _____

Expiration Date _____

Signature _____

By entering this contest you grant the Montgomery Humane Society the use of your photograph or copies thereof for any and all purposes.

Photo disclaimer: Please do not send in distasteful photos, photos with people, or photos with advertising. Montgomery Humane Society reserves the right to refuse any photos submitted. Any professional photos must include signed permission from the photographer in order to be printed.