Pawsitive Advertising

Pawsitive News

April 2025

Pawsitiveadvertising.org

Upcoming Events

April 4th – One Love at PetSmart Pooler 11am-1pm

April 10th – Renegade Paws at Petco Savannah 3pm-5pm

April 11th – One Love at PetSmart Pooler 11am-1pm

April 18th – One Love at PetSmart Pooler 11am-1pm

April 25th – One Love at PetSmart Pooler 11am-1pm

May 2nd – One Love at PetSmart Pooler 11am-1pm

May 8th – Renegade Paws at Petco Savannah 3pm-5pm

May 9th – One Love at PetSmart Pooler 11am-1pm

May 16th – One Love at PetSmart Pooler 11am-1pm

May 23rd– One Love at PetSmart Pooler 11am-1pm

May 24th – HSGS 24th Annual Doggie Carnival at Forsyth Park 12pm-4pm

May 30th– One Love at PetSmart Pooler 11am-1pm

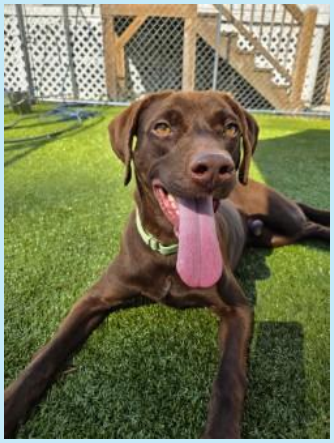
Word around the dog house

Welcome everyone! This is our first official newsletter and we look forward sharing something Pawsitive with you everyone month. This months edition will focus on introducing ourselves and giving you a hint for the big things we have planned.

Pawsitive Advertising was formed in March of 2025 by Ashley Giorgio, Brandon Kaupp and Ralph Plotke. They were inspired by their previous experiences volunteering and fostering with local rescues and wanted to do more.

So they created Pawsitive Advertising. A 100% nonprofit that that focuses on providing free advertising for dogs that have are constantly overlooked or those that don't thrive in traditional public adoption events. Every foster dog parent knows there is a perfect home out there for their foster dog. However, finding that home can feel like an up-hill battle.

We strive to provide these deserving dogs with a powerful voice, using innovative advertising to create emotional connections with potential adopters. Our mission is to ensure no dog is left behind, using the power of positive advertising to transform lives—one adoption at a time.

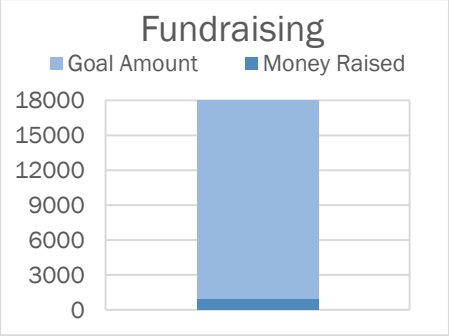


Success Stories

We are thrilled to announce that Fella has been adopted! Fella used one of The Humane Society of Greater Savannah's Lonely Hearts. Those are the dogs that they have had in their care for over 60 days. Now he gets to live out the rest of his life with a wonderful new family.

Our Next Area of Focus

Pawsitive Advertising is currently fundraising for a new ad campaign this fall. Working with Savannah Ghost Pirates we will be airing our "Rescue of the Game" ad during the intermission of their home games. Each ad includes a photo and quick blurb along with a PA message of local rescue dog. With over 7,000 people in attendance, a few minutes on the big screen can turn into forever home for a rescue dog. Each ad costs $500 and our goal is to raise enough money to air the ad at every home game next season. We are also offering sponsorship opportunities to local business to partner with us on the ad. Those sponsors will have their logo included in our ad and be mentioned in the PA message. Those sponsors will also receive tagged recondition posts on our social media and a spot on our sponsors page on our website.



Who let the dogs out

Meet the wonderful rescues we have partnered with!

Humane Society of Greater Savanah
Founded in 1952, they have spent decades advocating for animal wellness and striving to make Savannah a better place for pets and people. In 2025 they helped nearly 700 dogs and 1,800 cats

One Love Animal Rescue
Founded in 2015, they have since helped rescue over 10,000 animals. They are run by an amazing group of people that are dedicated to helping save lives.

Renegade Paws Rescue
Founded in 2019, they began as a foster based organization that was able to open a new facility in 2023. They have grown to over 300 foster families and help hundreds of dogs every year.

Each of these rescues does vital work to help homeless animals every single day. We are honored to help them get one step closer to achieving their mission.

Did you know?

Over 70% of US households own a pet. If that's you, don't forget to celebrate your furry loved one on National Pet Day this April 11th.

Dog of the Month: Culver

This beautiful girl is 3.5 years old and the life of the party. She is a bundle of energy that is ready to go all night long but is secretly looking forward to cuddles in the morning.
She has been with her fosters parents for nearly two years and is looking for a home where she can be the only dog. However, Culver loves kids and is cat friendly! She is crate and potty trained and knows her basic commands.
Her foster parents call her their sunshine girl because her tail is always wagging and she is ready to great you with a big smile.

If interested please call or text (631)813-3695