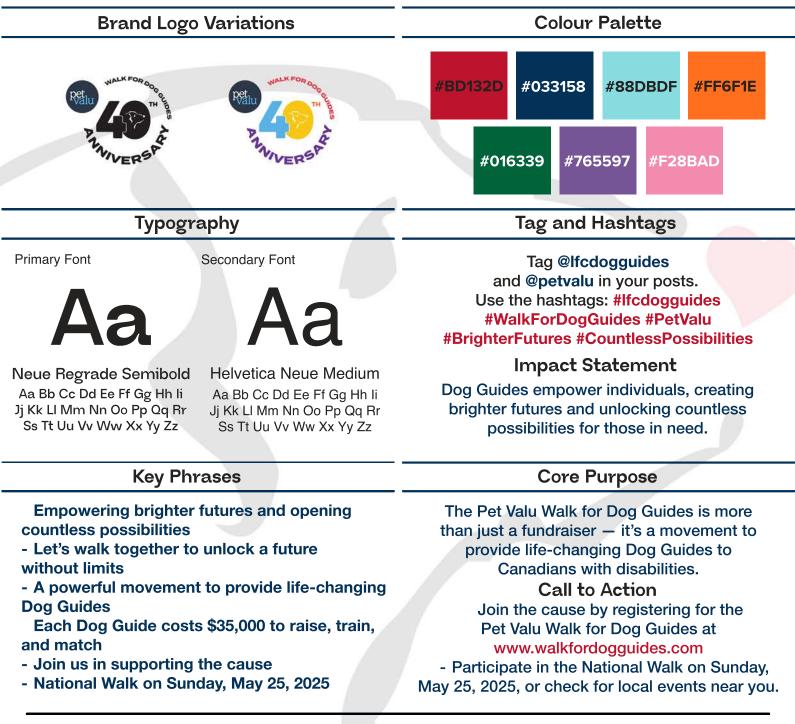
PET VALU WALK FOR DOG GUIDES BRAND GUIDELINE



Cost & Funding

Each Dog Guide costs \$35,000 to raise, train, and match.

Dog Guides are provided at no cost to recipients thanks to the generosity of supporters. The Lions Foundation of Canada Dog Guides receives no operational funding from the government, making the event crucial to its success.