



40 DAY

FURRY FRIEND

PHOTO

Challenge



MEET YOUR HOSTS

Bryson, Jennifer, Rupert & Riley



Hey! We're the Bilicek Family.

Being around pets our entire lives, we knew we wanted to be in the pet industry at a young age... so that's why we created and run FurryFreshness! It's our mission to help make the lives of pet owners easier across the globe!

[FURRYFRESHNESS.COM](https://www.furryfreshness.com)

MEET FURRYFRESHNESS

FurryFreshness is an environmentally friendly pet stain and smell remover that removes both stains and smells from even the toughest of situations!

You can use FurryFreshness on almost all surfaces and new or old stains!

TRY FURRYFRESHNESS



It's guaranteed to remove any type of liquid or substance that can come from your dog, cat or family members - (including blood, vomit, feces, urine and wine!)

THE FURRYFRESHNESS *promise!*

- Always Safe for use around kids, pets & plants
- Free from bleach & artificial fragrances
- Always 100% non-toxic
- Always made in the USA
- Always back by a Paw-some 100% Money back guarantee



THE CHALLENGE

Nothing compares to the bond of a furry friend. They come into our lives, teach us so much about ourselves & leave paw prints on our hearts forever.

This is why we started this challenge and community of furry friend lovers!



For the next 40 days we challenge you to post a picture of your Furry Friend inside our private Facebook group every day.

I mean, let's face that, you already take a million photos of them... but now you can win prizes just for sharing them!

Let's do this!

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JOIN THE COMMUNITY

Join other animal lovers! The entire challenge is hosted inside our Facebook Group.



[JOIN THE GROUP](#)

This is where we will host our weekly meetings, share adorable furry friend photos, throw our paw-ty's & so much more!

[FURRYFRESHNESS.COM](https://www.furryfreshness.com)

YOU CAN MAKE A DIFFERENCE

Did you know that participating in this challenge is going to give back to animal shelters?

Not only will you have the chance to win prizes just for posting pictures of your furry friend, you'll also be participating in our efforts to help animal shelters!

Pretty cool right?

So how does that work exactly?

At our weekly meetings, we will announce that week's winners - and at the end of the challenge, we donate to a local shelter on donation fund on behalf of all the winners!

Shen H. Alexis F. LadyRay L.
Emily H. Lael L. Patricia K.
Cassie B. Daniel S. Jen M. Pam M. Richard W. Shirley L. Sneha D. Brandy F. Carolyn C. Nuggets S.
Jan R. Ella P. Bea F. Ginny B.

the winners of
40 DAY
FURRY FRIEND
PHOTO
Challenge

DONATE
\$1,200



POST YOUR PLEDGE

To officially enter the challenge, post your first photo with you, your furry friend & your pledge card.



You can cut it out, or use the card digitally! Whichever way you choose, just take a selfie of the both of you, post it in the Facebook group & introduce yourselves!

[FURRYFRESHNESS.COM](https://www.furryfreshness.com)

YOUR PLEDGE CARD

Use this card to make your pledge



YOUR NAME

&

YOUR FURRY FRIEND'S NAME

PLEDGE TO JOIN THE



40 DAY
FURRY FRIEND
PHOTO
Challenge

*We can't wait to meet you &
your furry friend!*

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PICTURE PROMPTS

**Join us each week for a new Picture Prompt!
(Not mandatory, but oh so fun!)**

**As moms and dads of
give our pet's special
adventures and
activities.**

**Each week we'll
challenge you to take a
creative picture of your
pet, or take them on a
specific adventure and
share a picture with the
group!**

**Winners for each
week's picture
prompt will be
announced at our
weekly live
meetings!**



*For example, this week's
picture prompt would be give
your pet a bath and share a
picture with the group!*

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YOUR CALENDAR

Use the calendar on the next page to keep track of your posting progress! Check off that you did the post of the day and whether or not you participated in the picture prompt

The calendar is titled "40 DAY FURRY FRIEND PHOTO Challenge" and features the "FURRY FRESHNESS" logo. It is filled out for a participant named Bryson with a pet named Rupert. The calendar tracks progress over 40 days, with weekly prompts and checkboxes for whether the daily photo prompt was completed. The prompts are: Week 1: special meal; Week 2: (blank); Week 3: (blank); Week 4: (blank); Week 5: (blank). The "I did the Picture Prompt" checkboxes are checked for days 1-5 and unchecked for days 6-30. The calendar ends with "Great job!" and the website "FURRYFRESHNESS.COM".

Day	Prompt	I did the Picture Prompt
1	special meal	<input checked="" type="checkbox"/>
2		<input checked="" type="checkbox"/>
3		<input checked="" type="checkbox"/>
4		<input checked="" type="checkbox"/>
5		<input checked="" type="checkbox"/>
6		<input type="checkbox"/>
7		<input type="checkbox"/>
8	[Blank]	<input type="checkbox"/>
9		<input type="checkbox"/>
10		<input type="checkbox"/>
11		<input type="checkbox"/>
12		<input type="checkbox"/>
13		<input type="checkbox"/>
14		<input type="checkbox"/>
15	[Blank]	<input type="checkbox"/>
16		<input type="checkbox"/>
17		<input type="checkbox"/>
18		<input type="checkbox"/>
19		<input type="checkbox"/>
20		<input type="checkbox"/>
21	[Blank]	<input type="checkbox"/>
22		<input type="checkbox"/>
23		<input type="checkbox"/>
24		<input type="checkbox"/>
25		<input type="checkbox"/>
26	[Blank]	<input type="checkbox"/>
27		<input type="checkbox"/>
28		<input type="checkbox"/>
29		<input type="checkbox"/>
30	[Blank]	<input type="checkbox"/>

On Wednesday morning we will post a "roll call post" where you can share a picture of your calendar. This is where we choose the winners from!

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40 DAY

FURRY FRIEND

PHOTO Challenge

My name:

My pet's name(s):

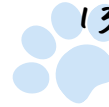
WEEK #1 PROMPT

I did the Picture Prompt



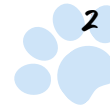
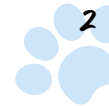
WEEK #2 PROMPT

I did the Picture Prompt



WEEK #3 PROMPT

I did the Picture Prompt



WEEK #4 PROMPT

I did the Picture Prompt



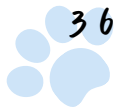
WEEK #5 PROMPT

I did the Picture Prompt



WEEK #6 PROMPT

I did the Picture Prompt



Great job!

WEEKLY MEETINGS

Join us every **Wednesday @6pm Central** via **Facebook Live** within our group to:

- Recap the week
- Announce all of the winners for that week
- Answer questions
- Announce the new picture prompt
- And of course, talk about our shared obsession for our furry friends!



We can't wait to see you at the meetings!

[FURRYFRESHNESS.COM](https://www.furryfreshness.com)

YES, THERE ARE PRIZES!

Every week we will announce winners for these 2 categories!



PHOTOGENIC FURRY FRIEND

This is awarded to someone who tried the week's picture prompt AND posts other pics of their furry friend throughout the week.



MR./MS. PAW-SITIVE

Awarded to members of the community that are showing up, offering supports, tips, advice and encouragement

GRAND CHAMPION

At the end of the challenge we will vote on a grand champion winner!

The winner will receive their own champion shirt & FurryFreshness goodies!



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& PAW-TYS!

Here at FurryFreshness we love to celebrate YOU and your furry friends!

BARB BASH

At the halfway mark (20 days) we will celebrate making it halfway through the challenge!

Join us for a BUNCH of prizes, trivia, sales & more!

FURRY FRIENDS FINALE PAW-TY

You did it! 40 days of sharing your adorable photos!

Come celebrate you, your furry friend & all the wonderful memories you made. And enjoy prizes, trivia, sales as we announce the Grand Prize Furry Friends winners!

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YOUR CHECKLIST

What we recommend to get the **MOST** out of these 40 days!

- Make sure you've registered on our website here:

[**REGISTER HERE**](#)

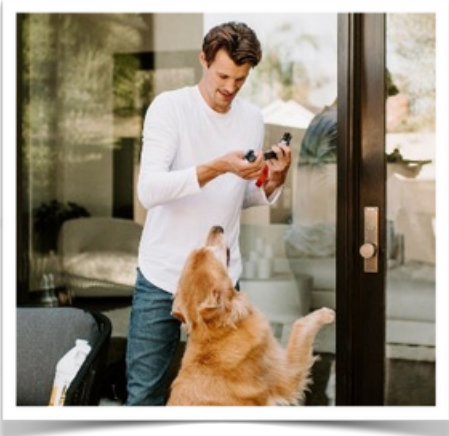
- Post your pledge & introduce you & your furry friend to the group

- Participate in the weekly challenges

- Join the live meetings every **Wednesday @6pm Central**

- Share your experiences & expertise with the group (you never know who you might inspire!)

- Have fun and enjoy every moment with your furry friend!



[**FURRYFRESHNESS.COM**](https://www.furryfreshness.com)

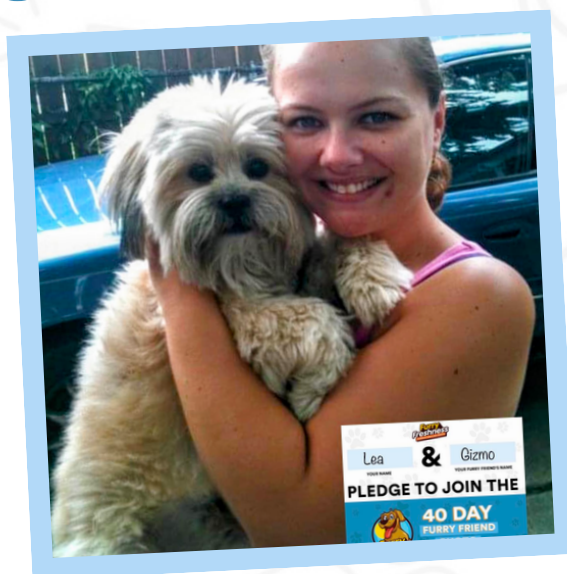
FAQ'S

Q. How do we officially register and join?

A. Make sure you've registered at our website: [REGISTER HERE](#) (so that you get weekly updates regarding the challenge). And lastly, take a selfie with you and your furry friend, post it in the Facebook group & introduce yourselves!

Q. I don't have a printed to print my pledge card, can I still join?

A. Absolutely! Many members use their phones to keep track. There are a bunch of creative ways to still make your pledge.



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Q. What if I am starting late?

A. Still join! Print your pledge card, post your selfie & introduce you & your furry friend!

While the grand prize is reserved for those that started on day 1 with us, we still have a LOT of fun prizes anyone can win!

Q. Do we have to participate in the weekly challenges?

A. Nope! They are not required. But they are so much fun and will help enhance your experience! So we totally recommend trying out as many as you can.

Q. What furry friends can join?

A. ALL! We love and welcome of furry friends. Cats, dogs, hamsters, kangaroos... whoever your best friend might be!

Q. How much does it cost to join?

A. It is absolutely free to join!

Q. Do we have to post our calendar in the group every day?

A. We know life gets busy... but we definitely recommend checking in a sharing your progress as often as you can!

But at least make sure to check the weekly roll call posted every Wednesday Morning in the group to post a picture of your calendar to be eligible for prizes!



[FURRYFRESHNESS.COM](https://www.furryfreshness.com)

**Furry
Freshness**
PREMIUM PET STAIN & SMELL REMOVER



**IT'S NOT A
HOME WITHOUT**



FUR-KIDS

