

April 23, 2010

Last year in Columbia, South Carolina, **19,542** animals were euthanized because of overpopulation in our shelters. This epidemic is by no means found in Columbia alone.

In 2009 I launched the Rocumentarian. I did this to create positive, energetic, comical and entertaining music videos to support humanitarian efforts. An additional goal of this foundation is to edit 30 second commercials from those videos for each organization to use copyright free to promote their cause.

Project Pet and the Rocumentarian would like to educate the public about the benefits of adoption and spaying or neutering pets in order to fight against animal euthanasia. The song choice for this project is "My Life Would Suck Without You" currently sung by the insanely talented Ms. Kelly Clarkson. Two story lines will converge – a pet abandoned and now on death row at a shelter is saved by Project Pet and subsequently adopted by a semi-dysfunctional family (whose story also unfolds). We see that the family's life would suck without the pet and definitely vice versa. Drama is very likely between two humans, but a pet's love is unconditional.

Not to give too much away; I'll save the remaining details but for these few. Be assured that there will be some comedy, a VERY cool dance number by Unbound, and a few more minor storylines. It will kick arse. The video will be unveiled at Project Pet's Annual Fur Ball Event on October 16, 2010. The video will also be on YouTube, Vimeo, and advertised through a social media marketing campaign. Further plans include offering a derivative of this video to other institutions fighting this same fight in other cities and states.

the Rocumentarian Company Partners are listed under the Partners' page. To purchase advertising for this new video please visit the Support page.

Jennifer Baxley  
the Rocumentarian  
jBaxley@theRocumentarian.com