

Dr. Sample A. Sample D.V.M.

APSA LOGO  
123 Main Street  
Anytown, ST 12345

*Don't risk throwing away \$5,000.00  
CASH that may already be yours!*

BULK RATE  
US POSTAGE  
PAID  
Permit No.  
City, ST



**YOU May ALREADY BE Our  
\$5,000 CASH WINNER! OPEN NOW!**

## Help Stop Animal Cruelty

Plus Get All These Benefits From APSA

- **BIG Savings** On Pet Products And Services
- **National Pet Locator Tag** -- Could Save Your Pet's Life
- **Newsletter** With Vet Tips, Photos, Stories, Health Secrets, More
- **WIN \$100.00** In Pet Photo Contest
- **WIN \$100.00** In Funny Pet Story Contest
- **FREE Pet Product Give-Aways!**

## \$5,000.00 Grand Prize / Membership Acceptance Form

**YES! Tell me if I've won the \$5,000.00 Cash!** Upon confirmation that I am submitting the winning entry, rush the full \$5,000 Grand Prize to the address below.

**YES!** I would like to become a member of APSA and support your lobbying against animal abuse. I have enclosed \$12.00 for one year membership by:

check  money order payable to APSA. Please rush me the following membership benefits immediately:



**Membership in APSA is an excellent, affordable gift for your animal-loving friends!**

I have enclosed an additional \$12 for each of the names and addresses I've written on back of this form. Please send them all the membership benefits at right and a card that says it's a gift from me.

Return to: APSA, 4709 Belleview, Kansas City, MO 64112

\$5,000 CASH #: XXXXXXXXXXXXX

Sample A.Sample  
1234 Any Street  
Anytown, ST 12345

- BIG SAVINGS** on products and services for my pets
- National Pet Locator Tag** which could save my pet's life
- Club Newsletter** with answers from a Vet, photos, stories, health secrets and more!
- FREE Pet Treatment Diary**
- WIN \$100.00** in regular pet photo contest
- WIN \$100.00** in regular funny pet story contest
- FREE pet product Give-Aways!**
- Details on How APSA is Helping To Stop Animal Abuse And Killing**

**LOGO**

**American Pet Savers Association**

Address, City, ST, Zip



**You may already be our \$5,000.00 Cash WINNER!**

Dear Pet Lover,

CONGRATULATIONS!

We are ready to award the big \$5,000.00 Cash Grand Prize, and YOU may already be the winner! Just return the enclosed form. No purchase necessary. If you're the winner, we'll send you \$5,000.00 cash!

**Yes ... \$5,000.00 CASH ... all for you ... very soon!** Use it to buy whatever you want! It's guaranteed to be sent to you if you have the winning number and respond before the upcoming deadline!

I'm doing this to introduce you to our association and all the benefits it will give you and your pet. Membership in APSA supports our lobbying efforts against animal abuse and costs just \$1 a month. I can't think of anything in the world that does near as much good, or provides as many benefits for only \$1 a month.

- ✓ **BIG SAVINGS** on brand-name products and services for your pet
- ✓ **National Pet Locator Registration And Tag** -- This could save your pet's life! If your pet is lost, the person who finds your pet calls our 800# on the tag, and we notify you immediately! In addition we keep on file any of your pet's special health problems and medications needed, so even if temporarily lost, your pet will get all the care it needs.
- ✓ **APSA Club Newsletter** -- Fun. Helpful. Educational. Each issue contains "Vet Corner" where our staff veterinarian answers your questions, plenty of cute pet photos, stories, member tips, health secrets and more!
- ✓ **WIN \$100.00 Every Issue** if your pet photo is selected as the best one submitted. Winning photos will be published in our newsletter.
- ✓ **WIN \$100.00 Every Issue** if your pet story is selected as the funniest one submitted. Winning stories will be published in our newsletter!

Over, please ....

- ✓ **FREE Pet Diary** -- Easily keep track of illnesses, immunizations and other important pet matters in this handily organized pet diary.
- ✓ **New Product Testing Privileges** -- As a member of APSA, you'll be on our Product Testing List. Every time the list cycles to your name, we'll send you a new pet product to keep and use absolutely FREE. Members' reports on all the products they test are published in every issue of our newsletter.
- ✓ **FREE Product Giveaways** -- You can enter to win at least one FREE product or service in each issue of our "Pet Tails" Newsletter.
- ✓ **Special Discounts** -- Enjoy BIG discounts every issue ... only for Club Members ... on everything from pet foods, supplies, services, travel and more!
- ✓ **WIN \$50.00** for your pet tip. If you have a secret, tip or shortcut that works for you and your pet, send it to us. If we publish it in our "Pet Tails" Newsletter, we'll send you \$50.00

**“How can I receive so much for only \$1 a month?”**

That's a good question. Our sponsors gladly donate all the products, samples and discounts to help further our cause to stop animal cruelty through new laws and public education.

\$1 a month isn't much to spend to protect millions of dogs, cats and other helpless animals in America ... especially when you get so much valuable merchandise, discounts and services in return.

**\$5,000.00 CASH MAY ALREADY BE YOURS!** Do not delay. For fastest processing, complete and return the enclosed form today!

Sincerely Yours,

*Virginia DeWalt*

Virginia DeWalt, Director

P.S. Remember, **YOU may already be the \$5,000 CASH GRAND PRIZE WINNER**, but we must receive the enclosed form before the deadline. If you have the winning number and don't respond, your \$5,000 CASH will have to be sent to someone else! Don't risk throwing away \$5,000.00 Cash ... return the enclosed form right now!

*From The Desk Of ...*

*Sample A. Sample, D.V.M.*

Dear Friend,

Medical testing ...

Cosmetic testing ...

“Puppy farms” ...

Every month in this country, over 6,982 helpless animals are abused or destroyed by cold-hearted non-caring individuals.

These aren't wild or vicious animals! These are trusting dogs and cats that could be just like your pet. As a veterinarian who has dedicated my life to healing and helping pets, it just breaks my heart.

I used to feel helpless over this situation. But then I discovered that for just \$1 per month, my membership in the American Pet Savers Association can help stop this unnecessary abuse of animals. Through lobbying and legislation APSA works to stop animal abuse.

Plus because of their corporate sponsors, they can reward you with many products and discounts when you join them today. Just think, all that for only \$12 a year! And even though you get hundreds of dollars in benefits for your \$12, you don't risk one cent. If you're not happy, you can get a full refund any time.

If you hate animal abuse as much as I do, I urge you to mail in your Membership Acceptance Form today. And why not send an extra \$12 to get these great benefits for a friend.

Yours for our furry friends,

*Sample A. Sample DVM*

P.S. Remember, **YOU may already be the \$5,000.00 Cash WINNER!** Be sure to respond within the next 10 days for fastest processing!

outside message

*Every month in this country over 6,982 helpless animals are abused or destroyed.  
Please Help Stop This!*



**BONUS!**

**You  
May  
Already Be  
Our \$5,000.00  
Cash Winner!**



Just return the enclosed Membership Acceptance Form to find out and collect \$5,000 CASH upon winning!



## **American Pet Savers Association**

**NO RISK,  
MONEY BACK  
GUARANTEE**

If you don't feel your membership in APSA is worth at least 10 times the dues, just write us any time for a full refund ... no questions asked.

*Virginia DeWalt*

American Pet Savers Association  
4709 Belleview  
Kansas City, MO 64112

**American Pet Savers Association**

**You May Have  
Already Won  
\$5,000.00 Cash!**



**... Plus Get Many  
Valuable  
Membership  
Benefits!**

***Exciting Details Inside!***

# \$5,000.00 Cash May Already Be Yours!

Plus, you can help support APSA's efforts against animal abuse. Thanks to our sponsors, you get all these Membership Benefits for only \$1 a month!



**BIG SAVINGS** on brand-name products and services for your pet!

photo of assortment of pet products

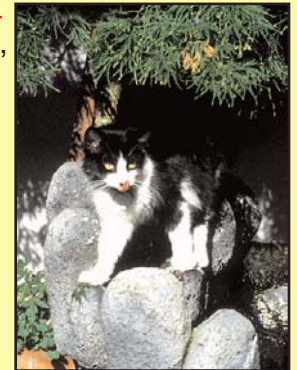
**WIN \$100.00** in our newsletter "funniest pet story" contest.

*"You won't believe what happened to me and my dog Snuffy when we went for a walk the other day ..."*



### Club Newsletter

With tips from a Vet, photos, stories, health secrets and more!



### National Pet Locator Tag

Keeps your pet from being lost ... plus we record all health problems and medications. This could save its life!



National Pet Locator  
ID # 1249389  
Call 800-XXX-XXXX  
To Find My Owner

### PLUS ...

- ✓ **FREE Pet Treatment Diary**
- ✓ **FREE New Product Testing and Previews**
- ✓ **WIN \$50 For the best "Pet Tip"**
- ✓ **Much More**



### FREE Product Samples!

Our corporate partners provide FREE product samples exclusively for our members' pets!



**WIN \$100.00** in our pet photo contest in each newsletter issue.

**You May Have Already Won \$5,000.00 Cash!**

**JOIN TODAY!**