

**LEAD**  **A<sup>+</sup> Z**  
**the WAY**

*Virtual Dog Walking Challenge!*



Official Partners 2020/21

# Our Virtual Walks

Over the next 26 weeks, we're partnering with **Burns Pet Nutrition** to put on a virtual dog walking challenge like no other.

Our physical group walks are hibernating until February 2021, but that's not going to stop our tails from wagging! So polish your walking paws and join our weekly, **Lead the Way** group virtual dog walks.

Continue to social distance, meet new people online, sniff out new places and have fun along the way. That's not forgetting the physical health benefits both you and your dog will get by taking part, AND the star prizes up for grabs!

Over the next 26 weeks, we're empowering you to Lead the Way with your dog, sharing a whole world of breathtaking views, countryside frolics and sweeping coastlines for dog owners explore.



Official Partners 2020/21

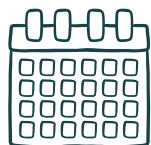


# How It Works?

## A to Z

### Letter of the Week Announced Every Sunday 10.30am

Every week we'll announce a letter from A to Z. Your challenge is to find something beginning with that letter during your walk and take a photo with your dog. E.g. If the letter is 'F' - find pretty flowers to use as a backdrop with your dog.



### Join our Virtual Walk Every Sunday 11am

After announcing the letter of the week, we'll lead a virtual group walk via Instagram @dogfriendly. Dog walks can be done at the comfort of your local park, or further afield. Take photos on your walks and tag us to take part!



### Take Photos For the Chance to Win Prizes!

Found your letter of the week during your walk? Take a photo with your dog and tag us! On Instagram? Tag us [@dogfriendly](#) [@burnspet](#) [#leadthewayatoz](#). On Facebook? [Click here](#) to join our [Facebook Group](#) and post your photos in the group. Active participants will have the chance to win our **Waggiest Wanderer of the month** with monthly spot prizes.



### Win The Star Prize!

Letters are released randomly, spelling out a hidden phrase for you to sniff out. Find and submit the magic phrase and you'll be entered into a prize draw to win a big woof worthy prize. **One year's supply of Burns Pet food**, the chance to lead our BIG physical dog walk in Feb 2021, **with a 2-night break in the [South Wales Parkway Shepherd's Hut](#)** complete with dinner for you AND the pooch!



### Too busy to join our virtual walk?

That's okay! Feel free to take part at a time that works best for you. Just be sure to upload and tag us in your letter photos via Instagram or via our Facebook Group for the chance to win Waggiest Wanderer of the month.

# Prizes

All participants will receive a Lead the Way badge of honour at the end of the 26 weeks to pop on your dog's bandana! But if you're lucky you may get the chance to win some woof-worthy prizes!

## Monthly Prizes

Every month you'll have the chance to be chosen as our Waggiest Wanderer of the month. This will be the person who's shown active participants and creativity. Waggiest Wanderers will win spot prizes from **Burns Pet Nutrition!**

## Star Prize

All participants who find and submit the magic phrase at the end of the 26 weeks will be entered into the prize draw to win:

- **One year supply of Burns Pet Food**
- The chance to **lead our BIG physical group walk** in South Wales (location TBC) in February 2021
- A **2-night stay at the South Wales Shepherd Huts** complete with dinner for you and your pooch!



Official Partners 2020/21



# A<sup>+</sup>toZ

## Letter Inspiration!

Running short on ideas? Here's a list of tail-wagging photo ideas to keep your creative juices flowing!

**A** Animal, Architecture, Abandoned, Ambition, Art, Alive

**B** Blue, Bark, Beach, Brown, Bright, Beauty, Bench, Boats

**C** Camouflage, Castle, Canal, Coastal, Camping

**D** Daisy, Ditch, Door, Dark, Dramatic, Distance, Dog Friendly

**E** Evergreen, Elements, Eco, Elm Tree, Eyes

**F** Flowers, Forest, Four Leaf Clover, Family, Farm, Food

**G** Green, Grass, Garden, Glamping, Graffiti, Golden, Gnome

**H** Hole, Hike, Hands, Hill, Happiness, Hedge, History

**I** Ice cream, Indigo, Inside, Insects

**J** Jumping, Junk

**K** Kisses, Kayak, Kids, Kiss

**L** Lake, Leafs, Lampost, Lavender, Lead, Lighthouse

**M** Mountains, Meadow, Muddy, Movement

**N** Nose, Nature, Nothing

**O** Ocean, Oak, Orange, Open

**P** Picnic, Pub, Pink, Patterns, Park, Paws, Path

**Q** Quiet, Quick

**R** Rocks, Rain, Red, River, Rock painting, Reflection



## Letter Inspiration!

Running short on ideas? Here's a list of tail-wagging photo ideas to keep your creative juices flowing!

**S** Sand, Shade, Shadow, Sign, Sky, Symmetry, Stairs, Sticks

**T** Tent, Tree, Texture, Twig, Travel, Telephone Box, Train

**U** Urban, Upside Down, Unusual, Umbrella, Underground

**V** Vintage, Vehicle, Views, Violet, Villages

**W** Water, Waterfall, Wild-flower, Woods, White, Windy, Wet

**X** (Make an X out of something), X marks the spot!

**Y** Yellow, Yard, Yesterday

**Z** ZigZag,

### Top Tips

*For taking photos with your letter of the week*

- **When you get your letter of the week, think outside of the box.** Think about the feelings your photo displays. Perhaps H may be your dog living his best life under the title of Happy Days! Maybe P is a photo in a Peaceful area.
- **Alternatively you could use it as an opportunity to explore new places A-Z instead.** C could be the Cotswolds covering a wider area, Z could be the Zeals Knoll in Wiltshire. Or P could be the Pub which you're enjoying after your walk!
- **Don't take photos at home.** The idea is to find the letter of the week during your walks, so try not to take photos of the 'Sofa' or your own 'Garden'. Get creative and take in your beautiful surroundings.

# Photo Tips

Your camera or phone isn't the only factor that goes into getting a good photograph. Here's our top tips.



## Let your pooch explore first

Dogs will cooperate more after sniffing and exploring. Let them sniff their surroundings and blow off some steam to avoid distractions. But try not to tire them too much, or they may be a little less happy to pose. Find that sweet spot!



## Teach your pooch to "stay"

There are endless ways to teach "stay". Search Youtube for training ideas, get a clicker and stock up on Burns training treats. Practice regularly in new surroundings. Have a solid "stay" before dropping or taking their lead off in public for photos.



## Get down on their level

The best photos are taken eye level with your pooch, even if it means kneeling or lying on the floor like a crazy person. You may be able to leverage something for your dog to stand on, like a log. Perfect the photographers crouch and the photos will be worth it.



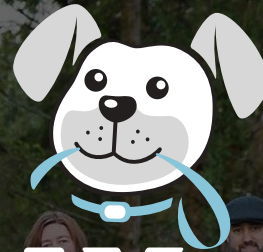
## Get weird with noises

There's a range of noises you can make to get your dog to head tilt or look at you! There are also apps you can download to make weird noises. Top tip? Carry a squeaker or a dog toy to get their attention! Dangling keys or using a word they recognise will also help.



## Don't over-edit your photos

We often see beautiful photos ruined with Instagram filters. The more natural the colours and photo, the better. Lightroom is a better tool for editing with filters, but don't overdo it.



# LEAD the WAY

 Dog Walking Group

Healthy pet food, **Burns Pet Nutrition** aims to help pet parents and their dogs to enjoy more of the great outdoors, to increase the human-animal bond and connect with other dog owners.

**Dog Furiendly** has partnered with Burns to combine high quality nutrition with healthy lifestyles and travel. Join us in 2021 as we team up to organise physical, monthly group walks across the UK (providing it's safe). Together we hope to give dog enthusiasts opportunities to socialise, interact and walk with other dog owners in their area.

Keep your eyes peeled for our **big re-launch February 2021** led by **Dog Furiendly**, **Burns Pet Nutrition** and the winner of our A to Z star prize.



Official Partners 2020/21

