

## **SIZE MATTERS!**

**or**

### **Why Enfield has a good chance at winning a \$25,000 runner-up prize**

UPDATE: In the month since this post was written, Enfield has constantly been listed as the Bark From Your Heart leader on PetSafe's website. We're not sure why this is, but our suspicion is that the Bark From Your Heart leader is updated manually, and very infrequently. Our calculations show that we have lost and regained our leadership position several times as other cities move in and out of first place in the overall and city rankings. As of this writing we are in the lead by a margin of over 70%, and that margin grows a bit each day. But, our chance of winning is really dependant on how other cities finish in their categories. With less than 2 weeks of voting remaining, the leaderboard could change in an instant, as it did last week when PetSafe identified 50,000 votes from two cities as illegally cast votes and removed them from the tally. If the leaders don't change in other categories, we will likely be awarded \$25,000. If there are changes in ranking of other cities, we could get nothing.

OUR BEST STRATEGY BETWEEN NOW AND THE END OF THE CONTEST ON JULY 31ST IS TO KEEP VOTING AS WE HAVE BEEN, AND GET ADDITIONAL VOTERS CASTING THEIR BALLOTS FOR ENFIELD EVERY DAY ON BOTH FACEBOOK AND THE PETSAFE WEBSITE.

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Petsafe has designed their contest so that even small towns like Enfield have a chance at winning a \$25,000 runner-up prize to help build their dog park. That's how Derby VT, a town with a population similar to Enfield's won \$25,000 in the Bark for Your Park contest in 2012. The Grand Prize and the runner-up prize for each of the 3 size categories of cities is determined by the cities with the largest absolute vote count in their category. The remaining \$25,000 runner-up prize is awarded to the town with the highest vote count as a percentage of that town's population. This puts Enfield, with the smallest population of all finalists, in an ideal position to have the highest percentage. Each vote cast carries more weight then in a larger town. For example: 100 votes cast in Enfield (population 4582) represents 2.18% of our population while the same 100 votes cast for Pottsdam, NY (population 9564) represents 1.04% of their population.

A quick look at the results for all cities posted on the Petsafe website shows that Waverly IA is clearly in the lead and will win the Grand Prize of \$100,000. Tehachapi, CA is in second place, but....both of these cities are in the same "small city" group as Enfield. They will win prizes based on absolute vote count and become ineligible for the

prize based on percentage. This effectively puts Enfield in the lead for highest percentage of votes cast....at least as of this writing, and only by the narrow margin of less than 1%

The more votes Enfield receives, the better our chances of widening our margin of victory, so please ask friends, family and co-workers to vote for Enfield every day from now through July 31 on both the Petsafe website (<http://www.petsafe.net/barkforyourpark/city/23416/enfield-nh/>) and Facebook ([www.facebook.com/PetSafeBrand](http://www.facebook.com/PetSafeBrand)).