

# PRESSRELEASE

## CSA to Rebrand Bide-A-Wee Pet Adoption and Animal Welfare Services

New York, NY, February 22, 2006 – Bide-A-Wee, one of the country’s oldest pet adoption centers, has selected Carbone Smolan Agency (CSA) to develop a new brand program. Since 1903, Bide-A-Wee has provided shelter and care for homeless dogs and cats, adoption, veterinary care, and a continuum of animal welfare services and educational programs. CSA’s assignment includes developing a brand identity to promote Bide-A-Wee’s commitment to loving, long-term people-pet relationships, and to quality, innovative, and personalized services.

“We have a long history and reputation in the New York region as an exceptional and caring animal welfare organization. Placing the right dog or cat with the right family is what has made us successful for over 100 years. It is time we really let people know about the quality of our care, and the uniqueness of our mission and continuum of services,” said Jane Englehardt, President and CEO of Bide-A-Wee. “CSA’s reputation for outstanding and professional creative design solutions for non-profits make them the obvious partner on this project.”

“The first step towards achieving the goal of greater recognition is a strong, coherent brand identity,” said Leslie Smolan, Founding Partner, Carbone Smolan Agency. “We want to translate Bide-A-Wee’s reputation of innovative thinking, education and care into a bold and memorable identity that will attract people and make a real difference in their lives and those of their future pets.”

The new brand identity is scheduled to roll out this spring.

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### About Bide-A-Wee

Since 1903, Bide-A-Wee (Scottish for “stay awhile”) has found loving homes for homeless, abandoned, abused and neglected dogs and cats. In addition to its adoption centers, Bide-A-Wee offers a continuum of care that includes veterinary and animal behavior services, a retirement home, pet memorial parks, and education and volunteer programs at its NYC and LI sites. For more information, visit [www.bideawee.org](http://www.bideawee.org).

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### **About Carbone Smolan Agency**

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).