

WHO WE ARE AND WHY WE DO IT?

NEVER UNDERESTIMATE THE KINDNESS OF STRANGERS

Never underestimate the kindness of strangers is a term that often resonates with me. It's something both my mum and my dad would often say.

I have early childhood memories of my mother giving strangers a 'lift', as they say in New Zealand. She would stop her car in the pouring rain, (with me in the backseat), wind down the window and ask where people stranded at the bus stop were going. Without telling them where she was going (normally home), she would invite them onboard and 'drop' them to their destinations.

My mother could make the best brandy snaps or scones at a drop of a hat and make anyone feel included. She would even take baked goods out to council workers with a cup of tea to give them a nice break. My mum and dad were far from rich but they were generous. Generosity is a quality I've always appreciated.

At Urban Animal, we've had a little Facebook promotion whereby we giveaway a free ad to a worthy charity each edition. Last edition it was to Youngcare Australia. Before that it was to Cerebral Palsy Australia. It's a space that we give freely and all we ask is that people become our friends on Facebook and nominate their favourite charity. Simple really and, as always, we're giving a little back. For this edition, we've given it to Australian Working Dogs Rescue.

Kindness of strangers has been brought home to me in this edition. On pages 16 to 19, you will see our gorgeous Pinup themed shoot, using the creative genius and shooting skills of Bec from Bexterity and some of her models. Everyone on the shoot donated the time, creativity and energy to put the focus on rescue. The planning started weeks before the shoot. The models turned up at 7:00am for hair and make up, and then the rescue dogs came through, each with their own timeslot and shot set-up. We finished shooting at the planned time of 4:30pm.

Bec and her gals freely gave their time.

Why?

Because I asked.

And they were kind enough to donate their time and energy in pulling something this complex off with flair and professionalism. They were briefed about the nature of the shoot and that we would be highlighting rescue and foster dogs. The various rescue/foster organisations were equally professional in adhering to our schedule and requirements. Overall, we wanted to highlight that there are many rescue organisations and great foster networks that have exceptional and great dogs needing forever homes.

It's at this time of year that I would also ask for a round of applause to our advertisers. Without them, this magazine would not happen. We're free, after all, and continue to be, despite downturn in all industries, and our advertisers fuel Urban Animal.

We love that we've been in Melbourne for just on a year and that we've been in Queensland since our Autumn edition. We love that we've increased our distribution by over 40% in one year. And it's all thanks to you – our readers and believers.

Warmest wishes for the summer season.

Lisa

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