



Dear Friend,

The votes start to pile up right after October 11. That's the date when all 4.5 million Colorado voters see mail ballots land at their homes. They can turn in completed ballots immediately or any time over the next three weeks or so.

To protect Colorado's wild cats from trophy hunting and fur trapping, we must share our powerful message about cruelty to wildlife and about the need to vote "Yes" on Proposition 127.

If we don't have enough support, then the trophy hunting lobby will swamp them with deceptive, outrageous, and downright false messaging. If we don't prevail, we'll continue to see 500-600 lions shot for the heads and hides, and as many as 2,000 bobcats killed for their heads and their beautiful fur, each year.

We must put enough money into TV advertising to win

For instance, here is what your investment can do:

- A 30-second ad on ABC's "Good Morning America" in Denver is \$400
- An ad on the "Young and the Restless" is \$350 in Denver
- A spot on "Wheel of Fortune" is \$3,000 in Colorado Springs or Denver
- A spot on "CBS Sunday Morning" (one of my favorites) is \$3,500
- A 30-second commercial on the 10 p.m. news in Colorado Springs is \$1,200

If we win, there will be no trophy hunting or commercial trapping season for mountain lions and bobcats. The lion season is set to start on November 24, so Prop 127 comes just in the nick of time to save them.

Am I properly conveying what's at stake here?

So many of you ask what you can do to help. Others ask where do your dollars go.

If you and seven other people donate \$50 each, then we can buy the "GMA" spot. If 12 of you donate \$100 each, or if six of you donate \$200, we can buy the important 10 p.m. news slot in Colorado Springs. If three people donate \$1,000 each, we can put the "Wheel of Fortune" ad. If one person donates \$3,500, we can buy the CBS Sunday morning and reach tens of thousands of high-interest voters.

Imagine turning on your television, hearing the message for Colorado's cats that you helped make possible.

Together, we can ensure every Colorado voter knows why protecting our cats matters.

Thank you for being a voice for the voiceless. With your help, we can stop trophy hunting and protect Colorado's mountain lions, bobcats, and Canada Lynx from cruel and inhumane trophy hunting and fur trapping.

Will you donate today to help our organization fight for bobcats, mountain lions and other animals?

*For the cats,
Samantha Miller
Cats Aren't Trophies, Campaign Manager*