



**For Immediate Release**  
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## **Pet Emergency Fund Debuts New Logo and Branding Developed by Local Advertising Agency Crowley Webb**

**August 25, 2020, BUFFALO, NY** – Pet Emergency Fund, a non-profit providing funds to financially-challenged pet owners through Erie & Niagara County veterinarians for companion animal emergency or life-altering medical care costs, has launched its new brand identity and redesigned logo. The project was completed by local advertising agency Crowley Webb.

“The redesigned logo and new collateral will augment the organization’s public awareness and fundraising efforts in Western New York,” said Meredith Christman, President, Pet Emergency Fund. “We are incredibly grateful to have had the opportunity to collaborate with Crowley Webb and benefit from their creative ideas.”

“As an agency that has called Western New York home for more than 34 years, Crowley Webb understands how important the work of nonprofit organizations like Pet Emergency Fund are to our community. Our team is full of pet-lovers, so we were thrilled to contribute our time and talent to raise awareness for this important cause,” said Jeff Pappalardo, chief creative officer, Crowley Webb.

Designed to work effortlessly across digital and physical channels, the new logo has already been implemented on the organization’s website and social media accounts. It will begin to permeate through print collateral and merchandise in upcoming weeks and months.

### **About Pet Emergency Fund**

Pet Emergency Fund is a 501C3 non-profit providing funds to financially-challenged pet owners through Erie & Niagara County veterinarians for companion animal emergency or life-altering medical care costs. Established in 1999, Pet Emergency Fund has distributed almost \$1 million to save the lives of pets and return them to their families. For more information, visit [www.petemergencyfund.org](http://www.petemergencyfund.org) or [facebook.com/PetEmergencyFund](https://facebook.com/PetEmergencyFund).

### **About Crowley Webb**

Crowley Webb is a full-service marketing communications agency founded in 1986 in Buffalo, NY. With 91 professionals, it continues to grow as one of America’s hardest-working advertising agencies, offering high-level branding, strategic planning, marketing, media, public relations, analytics and digital services to local, national and global clients. Crowley Webb is a member of AMIN, an alliance of independently owned agencies that collectively offer global network coverage like no other. For more information, visit [crowleywebb.com](http://crowleywebb.com) or [facebook.com/CrowleyWebb](https://facebook.com/CrowleyWebb).

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