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PAWS Launches New Brand and New Website

Lynnwood, Wa.—On March 27 at PAWS Wild Night, a gala celebration for animals, PAWS unveiled its newly refreshed brand, designed pro bono by GreenRubino, a full-service marketing agency in Seattle. To match the new look, PAWS also launched a completely redesigned website.

The new site features clear and simple navigation, resources for people looking for a lost pet, tips on preventing and solving conflicts with wildlife, a blog highlighting uplifting stories of animals saved by PAWS, and more.

“I believe our new brand better reflects the organization we are today,” said Executive Director Annette Laico. “One with more than four decades of experience, a leader in the field, compassionate, professional and collaborative.”

To see the new look visit www.paws.org.

A champion for animals, PAWS is a nationally recognized leader in rehabilitating injured and orphaned wildlife, sheltering and adopting homeless pets, and educating people to make a better world for animals and humans.

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