

# MEDIA KIT



# Election 2020

FAIR HAVEN'S PET MAYORAL RACE

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## Contact

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## Engaging a Community

Fair Haven Town Manager, Joe Gunter, launched the pet mayoral race last year in an effort to engage the community and raise funds for the town's grade school, Fair Haven Grade School (FHGS).

After making national news last year with the election of Lincoln the goat, the mayoral race this year featured a whole stable of animals in the running. The goal of the town's pet mayoral race is to raise funds for the playground and engage the community. Students cast their votes on election day at the polls!

## Funding a Playground

There have been many creative efforts throughout the campaign to raise money including a "jail and bail" event where the Principal and Assistant Principal were "jailed" by one of the candidates. Bail was posted and the proceeds went to the playground fund. Those who want to contribute can also donate through:

Town of Fair Haven's GoFundMe  
<https://www.gofundme.com/f/jhqazf-title>

## Media Coverage

The election last year made national, regional, and local headlines. This year, the race is even bigger and the coverage has ranged from local to national and everything in between from Napa Valley to Miami.

### National

<https://www.cnn.com/2020/02/01/us/goat-dog-honorary-mayor-election-vermont-town-trnd/index.html>

<https://www.nbcnews.com/politics/politics-news/dog-goat-compete-honorary-mayor-vermont-town-n1125021>

<https://abcnews.go.com/US/incumbent-mayor-lincoln-goat-challenge-sammy-police-dog/story?id=68605752>

### Local

<https://www.mychamplainvalley.com/video/fair-haven-looks-to-2nd-pet-mayor-election-to-fund-new-playground/4306787/>

<https://www.mynbc5.com/article/16-candidates-running-to-be-vermont-towns-next-pet-mayor/31105613>

<https://www.vpr.org/post/fair-haven-honorary-mayors-race-going-dogs-and-goats-and-hamsters>