



Tuxedo Cat Productions, Inc.™
Entertaining and Educating Through Core Values

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FOR IMMEDIATE RELEASE

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BOOMER AND HALLEY® SERVES UP LASTING VALUE!

Aberdeen, N.C. – Tuxedo Cat Productions, Inc.™ teams with family-friendly restaurants to help take a bite out of the high cost of eating out. The Boomer and Halley® Project rolls out PAWS 4 KIDS™ designed to drive traffic to participating restaurants with a differentiation campaign and measured results. PAWS 4 KIDS provides opportunities for youngsters to learn core values like respect, manners, cleaning up messes, and healthful eating, in a way that's fun and delicious.

Mary Jane McKittrick, owner of Tuxedo Cat Productions and creator of the Boomer and Halley Project says, the PAWS 4 KIDS program was a natural evolution. “We were doing a promotional outing at a local restaurant and realized the challenge many eating establishments and families face in these tough, economic times. We created PAWS 4 KIDS to provide restaurant partners with a way to serve up affordable meals and a quality message at the same time.”

Boomer and Halley stories introduce young children to core values through the humorous mischief of a rambunctious dog and precocious cat living in a small Southern town. The colorful, cartoon “kids” are guided without anger, violence, or bad language by their adopted “parents.” The PAWSitive messaging of the Boomer and Halley Project is finding its way into numerous applications.

“We are working with a number of organizations and companies eager to tailor a program to fit their corporate needs. Community-minded businesses are interested in finding value-added benefits to offer their customers without having to spend a fortune. PAWS 4 Kids does that.”

For more information on the PAWS 4 KIDS program or other Boomer and Halley Project initiatives, go to:

www.boomerandhalley.com.



If you would like more information about this topic, or to schedule an interview with Mary Jane McKittrick, please call Kelly Colbrook at (910) 528-0703 or email Kelly at kcolbrook@sandhillswwebdesign.com.