



AALAS FOUNDATION

“Celebrate the Mouse” - Program Guidelines

The “Celebrate the Mouse” program is a public outreach effort to help educate the public about the important role the Mouse (and other animals) has played, and continues to play, in discovering treatment options and cures for catastrophic diseases. The goal of the program is to serve as a tool to help members of the laboratory animal science community reach out to their local communities and help persuade survivors of life- threatening diseases/conditions, and the general public, to embrace and become advocates of laboratory animal science.

Program Eligibility

- AALAS membership is not required to obtain copies of the “Celebrate the Mouse” Power Point presentations.
- AALAS membership **IS REQUIRED** to obtain “Celebrate the Mouse” lapel pins for free outreach distribution. Exceptions may be made, at the AALAS Foundation’s discretion, to schools and other entities, upon review and approval by AALAS Foundation.
- AALAS members must not have any outstanding “Celebrate the Mouse” Post Event Reports due to the AALAS Foundation.

Program Requirements

Eligible AALAS members may request “Celebrate the Mouse” program materials by following the below guidelines:

Request “Celebrate the Mouse” Power Point Presentations

- Send request via email to foundation@aalas.org
- Email request should include the following information:
 - The specific Power Point presentation needed.
 - Name and email address of individual requesting the presentation.
 - Name and email address of individual(s) who will be conducting the presentation.
 - Name, job title, and place of employment of individual(s) who will be conducting the presentation.
 - Physical address location where the presentation will be presented.
 - Date the Power Point presentation will be made.
 - Description of the audience who will be in attendance for the presentation.
 - Age group (middle school students, high school students, college students, adults)
 - Indicate whether or not the audience is a disease specific survivor group.
 - Number of attendees expected to be in attendance.
 - Name of the event (example, “Memphis American Cancer Society Making Strides Breast Cancer Survivor Luncheon”, or, “Memphis Rotary Club Monthly Luncheon”, etc.)

NOTE:

- **Requests for Power Point presentations must be made no later than ten (10) business days prior to event.**
- **A follow-up report, including photos of the event, is requested, but, not required.**

Request “Celebrate the Mouse” lapel pins:

- Send an email request to foundation@aalas.org **at least 30 days prior to date of outreach event.**
- Email request should include the following information:
- The specific “Celebrate the Mouse” lapel pins needed:
 - Breast Cancer – pink ribbon tail
 - Heart Disease – red ribbon tail
 - Alzheimer’s Disease – purple ribbon tail
 - Diabetes – gray ribbon tail
 - Arthritis – tri-colored tail
- Name and email address of individual(s) who will be conducting the presentation and distributing pins.
- Name, job title and place of employment of individual(s) who will be distributing the pins.
- Physical address location where the pins will be distributed.
- Date of the public outreach event.
- Detailed overview of the outreach event and a preliminary agenda.
- Method pins will be distributed? (Ex., placed in “goodie” bags, handed out individually, etc.)
- Description of the audience who will be in attendance for the presentation.
- Age group (middle school students, high school students, college students, adults)
- Indicate whether or not the audience is a disease specific survivor group (breast cancer survivors, heart disease survivor, etc.)
- Name of the event where presentation will be given (Example, “Memphis American Cancer Society’s Making Strides Breast Cancer Survivor Luncheon,” “Rotary Club June Monthly Luncheon”, etc.)
- Name, phone and email address of contact where the event will be held.
- (Ex. Rotary Club contact, etc.)
- Number of attendees expected to be in attendance.
- Number of “Celebrate the Mouse” lapel pins needed.
- Contact name and address where pins should be shipped.

NOTE: Requests for more than fifty (50) lapel pins may require special permission from the AALAS Foundation.

Events Not Eligible for Free “Celebrate the Mouse” Lapel Pins:

- “Celebrate the Mouse” lapel pins are not available for free distribution at laboratory animal science staff and/or commercial vendor internal events, EXCEPT when conducting outreach events where the pins will be distributed to the general public.
- “Celebrate the Mouse” lapel pins are not available for free distribution for giveaway items to individuals working in the field of laboratory animal science and/or employees of companies/organizations who provide professional services to the laboratory animal science community.
- “Celebrate the Mouse” lapel pins are not available for free distribution at AREA programs EXCEPT when the “Celebrate the Mouse” Power Point presentation is included as part of the program agenda.

NOTE: “Celebrate the Mouse” logo and lapel pins are registered trademarks and products of the AALAS Foundation. They may not be sold and/or used for fundraising or other purposes without the expressed written permission of the AALAS Foundation.

Post-Event Report

Within thirty (30) days of the public outreach event, applicants receiving “Celebrate the Mouse” lapel pins and use of the “Celebrate the Mouse” Power Point presentation must submit a written event report to the AALAS Foundation Administrator. This report must include a summary of the outreach event, the number of attendees, and a narrative evaluation of the event. The report should include the number of pins distributed and any reactions/feedback received regarding the pins.

Digital photos of the event should be included with the report. The photos should include photos of the pins being distributed to attendees of the event, and, if possible, photos of attendees wearing the pins.

Questions? Need Presentation Tips/Advice?

Contact foundation@aalas.org for questions and/or to request guidance or tips for presenting the Power Point presentation(s).