

PRESS RELEASE



“Pack a Picnic and a Pooch!”- July 17, 2010

BARK in the Park Austin is a dog-friendly community event promoting responsible pet ownership through outreach and education.

(June 8, 2010 – Austin, TX) *HauteDog-Wet Nose Culture Austin* magazine, presents Bark in the Park Austin, July 17, 2010 at Zilker Park. The day-long gala benefits several local area non-profit organizations, while bringing awareness to education, outreach and accessibility within the Greater Austin canine community. Activities begin at 8:30am, and the event ends at 3pm.

Bark in the Park Austin attendees will enjoy panel discussions, demonstrations, product testing, shopping, contests, raffles and giveaways while they learn how to participate in local causes, and receive valuable information on canine care. Various sponsors and vendors will have booths with items and service option for sale, so be prepared to do a little shopping while you enjoy the day in the park. A silent auction will also deliver a mix of art, jewelry and gift baskets which will go home with the highest bidders.

Event Location: Beverly S. Sheffield Zilker Hillside Theater, in Zilker Park across from Barton Springs Pool

The park area will feature:

- Eco-Dog** (fitness, eco-friendly products, clothing, demos, etc)
- Wellness and Vet Care** (food, veterinarians, general care, alternative medicine)
- Training and Behavior/Other Services** (includes grooming, boarding, and individual services)
- Retail & Rescue** (retail shops, product sales / food / treats, specialty... and rescue organizations)
- Silent Auction Booth / Raffle Drawings / Grab Bags**

Attendees are encouraged to pre-register online for \$10, at www.barkintheparkaustin.com. They will bring their confirmation / or check in at the registration table at the park, and receive a nylon drawstring backpack (with sponsor logos) filled with product info/brochures, samples and snacks inside. (Value \$20 minimum) Pre-registration before July 1st also provides you with a free breakfast bowl. (Breakfast of wrapped muffin, breakfast burrito, fruit, juice etc. served in a plastic bucket/dog bowl with handle) Coffee is also included.

- Onsite registration is also available to receive the backpack or for breakfast – as supplies last.
- Limited concession items will be available throughout the day. Picnics encouraged!

The day will kick off at 8:30 am with “Breakfast with the Beagles” – of course ALL dogs are welcome – which will be included for pre-registered attendees. (\$5 donation on-site.)

The first On-stage panel discussion will start at 9 am.

Four panel discussions will be held on the theatre stage throughout the day:

1. Food for Thought– Understanding dog food labels and your dog’s needs.
 2. Fostering 101: What YOU can do to make a difference.
 3. Training Techniques: Different approaches for different dogs?
 4. How does ‘No-Kill Austin’ impact our city?
- Vendor booths open from 10-3.
 - Training and product demos; and ‘Ask the Vet’ booth going throughout the day.
 - A ‘Hairy PAWter’ story time and play area will be hosted for kid’s activities throughout the day.

Grand Finale at 3pm with ‘Major Prize Giveaway’ TBD – must be present to win.



PRESENTING SPONSOR: *HauteDog-Wet Nose Culture magazine*

GOLD SPONSOR: KibbleTrek: Eco Friendly Travel Packs for Dogs

BRONZE SPONSORS: Invisible Fence, shoo!TAG, DogBoy's Dog Ranch, Nicole Mlakar Photography, Breeder's Choice, Animal Emergency Clinic of Central Texas

VENDORS: Abby Loves Dogs - Amy's Ice Cream - Art Works/Dog Images - Austin Dog Town - BARC Creations - Austin Vet Care - Bed and Biscuit Austin - Biscuits by Josh - Camp Bow Wow - City of Austin Costco - Demos / Sample Products - Dogadillo - Dogboy's Dog Ranch - Doggie Deli - Earthborn Holistic
FETCH! Pet Care - Haley Celusniak, Artist - Heart of Texas Veterinary Specialty Center - It's Pawsitively Irresistible - JenniFurr's Pet Sitting & Dog Walking- Jo's Coffee - K9 Transition - Love Your Mutt
Mud Puppies Playcare & Boarding Petcurean Pet Nutrition - "Say Biscuit" Photo Booth
Town Lake Animal Shelter - Natura Pet Products/Waterloo Pet Provisions - Train My Dogs Learning Center
Westlake Animal Hospital - What Dog? Odor Neutralizing Candles (First Aid Stations On-Site)

PROCEEDS TO BENEFIT: Love-A-Bull - Ay Chihuahua Rescue - Cocker Spaniel Rescue - Travis County Search & Rescue - 'Share.Care.Sandy' project



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