

FOR IMMEDIATE RELEASE:

8th Annual Brooklyn Howl-o-Ween Doggie Costume Parade/Contest on the Brooklyn Heights Promenade, Saturday, October 30, 1-3pm

October 20, 2010, Brooklyn, NY, -- It's near that time of year, when dog-obsessed Brooklynites strut their stuff in the annual Doggie Costume Parade/Contest.

Last year's parade/contest had over 70 costumed entrants and attracted many amused neighbors, kids, gawking tourists and international news media on the famous Brooklyn Heights Promenade and outside of Hillside Dog Park, to watch the parade and costume judging.

- **This year's charity Howl-o-ween Parade will be held Saturday, October 30th from 1-3pm.**
- **Parade participants should pre-register for the parade at Perfect Paws, 102 Hicks St, corner of Pineapple St., by Sunday, October 24th.**
- **The pre-registration fee is \$25.00 per dog. Late registrations at the parade will be \$30.00 per dog.**

It's free to watch the parade and 100% of all proceeds will be equally split among the following charities:

- Friends of Hillside Dog Park, www.hillsidedogs.org
- Blue Rider Stables, a therapy horse stable, www.bluerider.org
- Brooklyn Animal Foster Network, www.brooklynanimalfosternetwork.org

Parade participants will gather by the Brooklyn Heights Promenade's Remsen Street entrance at 12:45pm and starting at 1pm promenade to the costume judging table, which this year for the first time will be at the circular north end of the Promenade. Local area celebrity judges will be charged with selecting the best dog costume ensembles.

As in previous years this event is a charity fundraiser, organized by Perfect Paws (a local pet grooming and supplies shop) and Friends of Hillside Dog Park (www.hillsidedogs.org), a non-profit charity.

Celebrity Judges This Year!!! Including: Soul/Jazz singer Monet Dunham, and Dina Manzo, cast member from the Real Housewives of New Jersey.

If you've participated before, you know how much fun it is. Even if you don't have a dog, come check it out—you're guaranteed a good time. All are welcome! Parade entrants receive a doggie goodie bag and there are prizes in many costume categories.

Immediately following the parade and judging, winners will be announced at an open house after-party provided and hosted by Vinegar Hill Vet Group four blocks away at 57 Front Street in DUMBO. Last year's party was a blast!

Businesses:

The parade organizers are seeking corporate sponsors for the parade again this year. All donations are tax deductible (handled by Friends of Hillside which is a 501c3 charity) and are then evenly split among the above animal charities. Donors at the \$200 level and above will be given the opportunity to staff a small table at the event. In past years over several hundred people have attended. All corporate donors will receive recognition of their generosity in a donor list distributed to all parade participants and available for all parade attendees.

For more information about this event, contact Tom Vasquez, Perfect Paws, at mparker@hillsidedogs.org, or at 718.834.2054.