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## FOR IMMEDIATE RELEASE

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## Humane Society of Charlotte Prepares for PET PALOOZA Festival presented by Animal Medical Hospital, this Saturday, April 5<sup>th</sup>

***2K Dog Walk, Pet Adoptions, Vendors, Food Trucks, Dog Contests, Live Music and More!***

Charlotte, NC – In recognition of the thousands of homeless dogs and cats in Mecklenburg County, the Humane Society of Charlotte is hosting its' largest annual fundraiser, **PET PALOOZA, a 2K walk and pet festival** to support the organization's mission. This year the event takes place on **Saturday, April 5<sup>th</sup> from 10am-3pm at Independence Park (7<sup>th</sup> Street & Hawthorne Lane)** and promises something for everyone including:

- 2K Dog Walk
- Vendor Fair
- Live Music with Alex Kastanas & gogoPilot
- Triple C Brewing Co. Beer & Wine Garden
- Fido Fashion Show
- Food Truck "PAW-vilion"
- \$15 Microchipping
- Palm & Paw Readings
- Cruise Raffle
- Paw Print Painting
- Dog Contests
- AND MUCH MORE!!

Our hosts for the day will be WBTV news anchor, Maureen O'Boyle, who will kick off the 2K Dog Walk, which begins at 10 a.m., along with announcing our walk contest winners and then our top fundraisers from the main stage after the walk. Following the walk, festival goers can visit the vendor fair, Food Truck "PAW-vilion, Triple C Brewing Co. Beer & Wine Garden and participate in other events with their furry family members. Pet Palooza's Fido Fashion Show, HSC adoptables walking the runway and dog contest hosts will be WBTV@ Noon / Weekend anchor, Kristen Miranda and WBTV Reporter Brody O'Connell. Our Pet Palooza radio sponsor, Clear Channel Communications, will also be onsite with two radio remotes broadcasting live.

**Attracting 80 vendors and sponsors, 3,500 people, and countless pooches**, last year's event was HSC's BIGGEST ever raising over \$97,000 to help HSC provide critical services like low-cost spay/neuter, Critter Care Wednesday Low-Cost Vaccine & Microchip clinics, adoptions and owner/pet training and education to over 15,000 homeless and in-need pets in our community in 2013. The organization hopes to exceed their goals and with the Charlotte community's help, this can happen.

### **About the Humane Society of Charlotte:**

The Humane Society of Charlotte is a community resource committed to improving the lives of companion animals through adoption, spay/neuter and education. The Humane Society of Charlotte provides low-cost spay and neuter surgeries for cats and dogs to reduce pet overpopulation throughout the Carolinas. The "space available" shelter provides pets with the love and attention they need to live happy and healthy lives while awaiting a new home. The Humane Society of Charlotte is a nonprofit organization that relies solely on private donations to achieve its mission.