

La Jolla Pet Parade Festival

1st ANNUAL LA JOLLA PET PARADE & FESTIVAL

Saturday, May 16, 2009

(Corner of Herschel and Silverado)

SCHEDULE OF EVENTS

8:30 a.m.	Registration / Vendor Booths / Pet Adoptions
9:00 a.m.	Doga (Dog & Owner Yoga) Warm-up
9:30 a.m.	“What’s That Mutt!” Guess the “Mix” Game
10:00 a.m.	Parade Kick-Off with Grand Marshal BENJI
11:00 a.m.	Contests & Judging in Festival Lot
11:30 a.m.	Awards Ceremony
1:00 p.m.	Festival Wrap-Up

Enjoy dining & shopping in our pet-friendly Village

PARADE REGISTRATION

V.I.P. (Very Important Pet) ENTRY: \$45.00 donation per pet

For this donation you receive an official tee shirt, goodie bag, and are invited to parade near the front of the procession. Look for V.I.P. signs near start line @ 9:45 a.m.

REGULAR ENTRY: \$25.00 donation per pet ~ to parade and participate in contests

Pre-register by May 10th at: Ark Antiques, Statements, Muttropolis, Warwick’s, Maudlin La Jolla Pet Stop, La Jolla Brewhouse, La Jolla Village Lodge, and Martin Lawrence Gallery
OR: go to website www.snap-sandiego.org **OR** send the attached registration form to SNAP
All proceeds benefit the Spay Neuter Action Project’s life saving efforts in San Diego

On the day of the Festival, receive your number at the Registration Booth
Look for the line for pre-registered pets

Same-Day registration is allowed: Go to general Registration Booth to fill out entry form and pay entry fee. *Please allow plenty of time.*
Registration begins @ 8:30 a.m.

SIDEWALK PARADE ROUTE

The sidewalk parade begins at 10:00 A.M. and will last approximately one hour. Less active pets/owners may wish to circle back to the Festival Lot whenever they wish.

Parade starts at the Festival Lot (Silverado and Herschel)
heading West on Herschel to Wall Street.

Turn right on Wall Street and parade up to Ivanhoe

At Ivanhoe turn left and proceed to Prospect

Left on Prospect staying on the eastern side of the street (no dip)

Turn left on Girard to Silverado

Right on Silverado and then left onto Fay

Continue up Fay to Pearl Street

Left onto Pearl and left down Girard

At Silverado turn right and end parade at the Festival Lot

CONTESTS & JUDGING

People's Choice Award: Between 9:30 and 12:30 vote for your favorite parade pet*
*(identified by the owner's entry number)

Visit the Biscuit Booth to cast your vote and get information regarding pet-friendly businesses including a list of dog-friendly restaurants

Judged Contests: following the parade on the Festival stage
(Winners will be announced at 11:30)

Cutest Puppy Ever * Most Creative Costume * Most Unusual Dog
Best Bovine Impression (a nod to Cow Parade)
Ugliest Dog * Biggest Dog * Tiniest Dog
Stupidest Pet Trick (space limited/registration required)

Judges: Sherri Lightner, Lee Wells, Lydia MacNeil, Dawn Danielson

OTHER ACTIVITIES

- Meet Grand Marshal BENJI while movie producer/trainer/writer Joe Camp autographs copies of his book, "The Soul of a Horse," newly released in paperback (11:00 a.m. ~ 12:00 p.m.)
- Visit La Jolla Historical Society booth for an old photo display of La Jollans with their pets. Don't miss the article on La Jolla's Pooch Parade, published in May 1938!! After 72 years, the parade is back!!!
- Have your pet photographed by Professional Pet Photographers Jen Petit (by the adoption fair) and "Camera Rover" Cathy Jones
- Buy a La Jolla Pet Parade & Festival T-shirt at the Registration Booth
- Visit the Biscuit Booth (Festival Lot) for information on pet-friendly businesses and dog-friendly dining in La Jolla
- Wander through Vendor booths, featuring pet items and/or offering services for your pet (pet grooming, pet training, pet diet, etc.)

CAT / DOG ADOPTION FAIR

SNAP * FOCAS * Operation Greyhound * Pug Rescue
Chula Vista Animal Control * Wee Companions * Dog Squad

LA JOLLA PET PARADE & FESTIVAL TO BENEFIT *SNAP*

Proceeds from La Jolla's 1st Annual Pet Parade & Festival will benefit SNAP (Spay-Neuter Action Project). This grassroots, non-profit organization, co-founded and directed by La Jolla Candy Schumann, has been responsible for reducing the number of unwanted puppies and kittens in San Diego County by tens of thousands. Our La Jolla event is the official kick-off to help fund San Diego's first low-income, high volume spay-neuter clinic ~ a unique partnership between **SNAP** and the **Feral Cat Coalition**

Parking and Transportation

Festival activities are located at the intersection of Herschel and Silverado. Street parking is limited to 2 hours. Affordable, paid lots are located in the vicinity. Please leave plenty of time to find parking. The #30 bus stops next to the Festival Lot. We encourage you to car-pool or use public transportation.

Parade & Festival Etiquette

All dogs must be leashed. Dogs must have ID tags at all times. No dogs "in heat." No aggressive dogs. Must follow traffic laws and signs. Costumes must be safe and comfy. No puppies under four months of age or without vaccinations.

Additional Information

Contact Tiffany Scherer at tiffany@lajollabythesea.com or Nancy Warwick at nancywarwick@yahoo.com. Or visit the Promote La Jolla website: www.lajollabythesea.com and the SNAP website: www.snap-sandiego.org

LA JOLLA PET PARADE & FESTIVAL REGISTRATION

Name _____ Phone() _____

Address _____

Email _____ Check Enclosed _____ Credit Card _____

VIP Registration \$45.00 per pet _____ x _____ = _____

Regular Registration \$25.00 per pet _____ x _____ = _____

Credit Card Info ~ Circle: MC Visa AX

Name: _____

Mailing Address & Zip _____

Card# _____ Expiration _____ CCV# _____

Mail to: SNAP, PO Box 1373, La Jolla, CA 92038

