



******MEDIA ALERT******

FOR IMMEDIATE RELEASE



Contact:
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Best-Dressed Canines to Participate in a Halloween Pooch Parade at Navy Pier®

WHO: Chicagoans who love to pamper their dogs with fashionable festive Halloween attire

WHAT: Will meet other dog-lovers and showcase their four-legged companions for an afternoon of fun and prizes – come rain or shine!

Events include:

- Best-dressed Pooch Contest hosted by on-air personality Lisa Dent of US99
- Navy Pier's Pirate Dog Patch leads the parade down Dock Street at 1:30 p.m.
- Fun Dog Psychic Entertainment
- Winners receive PETCO gift cards, Navy Fear tickets and Seadog Lake Cruise passes
- Grand Prize winner awarded the title of honorary 2008 Seadog Cruise Mascot

WHEN: Sunday, October 14 from 12 p.m. – 2 p.m.

WHERE: **South Gateway Park**

PHOTO OP: costumed pooches, Navy Pier's Pirate Dog Patch leading fellow dogs in a parade, Dog Psychic

MORE INFO:

The fun begins in Gateway Park where US99 on-air personality Lisa Dent will host the festivities and serve as the official judge. The Grand Prize winner in the Halloween costume contest will then join Navy Pier's Pirate Dog Patch and other fellow dogs in a parade down Dock Street to ferret out any lurking ghouls and goblins. All dogs must be kept on a leash.

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