

FOR IMMEDIATE RELEASE:

## **11th Annual Brooklyn Howl-o-Ween Doggie Costume Parade/Contest on the Brooklyn Heights Promenade, Sunday, October 27, 2013, 1-3pm**

September 25, 2013, Brooklyn, NY, -- It's near that time of year, when dog-obsessed Brooklynites strut their stuff in the annual charity Doggie Costume Parade/Contest along the world-famous Heights Promenade!

Last year's parade/contest had over 50 costumed entrants competing for glory and fabulous prizes—all for animal charity. Each year the Howl-o-Ween parade attracts many amused neighbors, kids, gawking tourists and international news media to watch the parade and costume judging, and the colorful assortment of neighborhood regulars, dog lovers, cross dressers and children of all ages. It's free to watch the parade. If you're going to participate in the contest, there's a registration fee to benefit animal charity.

- **This year's Howl-o-ween Parade will be held Sunday, October 27th from 1-3pm.**
- **Parade participants should register for the parade at Perfect Paws, 102 Hicks St, corner of Pineapple St., by Saturday, October 26th.**
- **The contest registration fee is \$25 per dog, tax deductible. All entrants receive a dog goodie bag.**

100% of all event proceeds will be split equally among the following charities:

- Brooklyn Bridge Animal Welfare Coalition, [www.bbawc.org](http://www.bbawc.org)
- Badass Brooklyn Animal Rescue, [www.badassbrooklynanimalrescue.com](http://www.badassbrooklynanimalrescue.com)
- Blue Rider Stables, [www.bluerider.org](http://www.bluerider.org)
- Friends of Hillside Dog Park, [www.hillsidedogs.org](http://www.hillsidedogs.org)

Parade participants will gather by the Brooklyn Heights Promenade's Remsen Street entrance at 12:45pm and starting at 1pm march to the costume judging table at the circular north end of the Promenade. Local area celebrity judges will select the best dog costume ensembles in many categories.

If you've participated before, you know how much fun it is. Even if you don't have a dog in this race, come check it out—you're guaranteed a good time. All are welcome!

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! Food and beverage will be served.

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.

### Businesses:

The parade organizers are seeking corporate sponsors for the charity parade again this year. All donations are tax deductible (Friends of Hillside is a IRS 501(c)(3) and NYS charity—certificate available) and evenly split among the above animal charities. Donors at the \$250 level and above will be given the opportunity to staff a small table at the event promoting your organization. In past years several hundred people have attended the event. If you have an animal-related business to promote, this is a very good opportunity to reach many Brooklyn animal lovers in person. All corporate donors will receive recognition of their generosity in a donor list distributed to all parade participants, posted online, and available for all parade attendees.

For more information about this event, contact Tom Vasquez, Perfect Paws, at [perfectpawink@aol.com](mailto:perfectpawink@aol.com), or