



FOR IMMEDIATE RELEASE

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ANIMALS ON BROADWAY
A Festival Celebrating People and Pets

WALNUT CREEK, CALIFORNIA (April 27, 2005) - Broadway is not just for CATS anymore, it's for dogs, rabbits and even potbellied pigs! No, we aren't talking about the theatre, we are referring *to Animals on Broadway*, a festival for people and pets alike to join together and spend the day celebrating on Broadway - Broadway Plaza, that is.

Sponsored by Broadway Plaza, the *5th Annual Animals on Broadway* jumpstarts summertime at Broadway Plaza in downtown Walnut Creek on Saturday, May 14, 2005 from 11 a.m. – 4 p.m.!

“Paws on Parade”, a delightful dog parade pairing people and their beloved pets, opens the festivities at 11:30 a.m. Free CD's will be given to the first 100 individuals who turn in empty printer cartridges at the ARF registration booth.

Don't forget to bring your best friend because there's plenty for the pooches at *Animals on Broadway*. If Bowser has a special trick, enter him into the Silly Pet Tricks contest and win a \$100 Broadway Plaza gift certificate or if Fifi has a hearty appetite, let her compete in the Bobbing for Veggie Dogs competition.

But wait, there's more! At *Animals on Broadway*, there's fun for the entire family! Don't miss out on the oodles of raffle prizes and give-aways, including gift certificates and gift baskets, loads of vendor booths for the shoppers, kids' crafts and face painting for the children, memorabilia for the sports enthusiast, dog washes for messy mutts, live music by “Silicon Vibe” for the dancers and tons of pet products, food and toys for the four-legged members of your family. If you're looking to add a new member to the family, don't forget to visit the ARF adoption mobile.

Funds raised from this fantastic fundraiser will be used by ARF to save the lives of loving dogs and cats who have run out of time at public shelters. ARF gives another chance at life to dogs and cats who otherwise would have been killed. ARF provides the care and attention they need, including spay or neuter surgery, until ARF finds them a new home of their own.

ARF's People Connect programs strengthen the human animal bond for the elderly, residents of assisted living centers, teens at juvenile hall, high school students, grade school students and young children through programs that are national models of excellence. ARF programs allow people to experience the unconditional love and acceptance of dogs and cats. People rescuing animals...animals rescuing people...™.

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