

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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5th Annual Dog Lover's Day coming to Adventure Landing

JACKSONVILLE BEACH, FL - Adventure Landing on Beach Blvd. in Jacksonville Beach will host its Fifth Annual Dog Lovers Day on Saturday, March 13, 2010. This fun-filled, all-day long, free outdoor event will entertain several thousand First Coast families and dogs, create awareness of the ongoing overpopulation of pets, and hopefully provide many homeless dogs with a permanent home through the Dog Adoption Fair. Well-behaved dogs are welcome to come to the event. "Never before have we had such a huge response from dog adoption agencies," explains Maggie Hand, one of Adventure Landing's coordinators for the event. "This year 16 agencies will be represented!" In years past, 5-6 adoption agencies committed to participating in Dog Lovers Day. The economy has played its toll on dogs, too. Many pet owners can no longer afford pet food which is causing an increase in shelter capacity.

New This Year – Two Free Games of Mini Golf In Exchange for a Bag of Dog Food!

In an effort to help dog owners provide food for their dogs, area Pet Food Banks are now collecting dog food to help pet owners in need. On Dog Lovers Day, Adventure Landing is offering two free games of miniature golf to anyone who brings a new, unopened bag of dog food. Even though Dog Lovers Day is only at the Jacksonville Beach location, all three area Adventure Landing locations will be offering two free games of miniature golf to anyone bringing dog food (March 13 only). The dog food will be donated to Jax Pet Food Bank (<http://www.jaxpetfoodbank.org>) and Pet Angel Welfare Supply (<http://www.petangelwelfaresupply.org/>).

Breakfast With Scooby Doo

Events will begin at 8am with Breakfast with Scooby Doo. The cost per person is \$10.99 (includes breakfast buffet) or \$13.99 (buffet & one attraction). A free Meet-and-Greet

will follow until 1pm with photo opportunities. Advanced reservations are required for breakfast and can be done online at <http://www.dventurelanding.com/store/>.

Scooby Doo will also visit Adventure Landing's Westside location on 4825 Blanding Blvd. from 3-6pm for a free meet and greet.

Frisbee Dog Shows Scheduled

Following Scooby Doo will be performances from the nationally recognized, award-winning K9's In Flight Frisbee Dog Shows. This world-class venue has performed in over 150 cities, from Madison Square Garden in New York to Mexico City. Millions of people have enjoyed their cutting edge, high flying acrobatics. All of dogs that perform are adopted from shelters, and the show promotes the importance of pet adoption and the special health and welfare needs of our four-legged friends. There will be three shows, all choreographed to music. John Misita, dog trainer and owner of K9's In Flight, was recently inducted into the Ashley Whippet K9 Frisbee Hall of Fame: <http://www.youtube.com/watch?v=Zntn8GFscdY>.

A Flyball demonstration is also scheduled. Flyball is a doggy relay race.

Dog Adoption Fair

During the all-day event, Adventure Landing will also be hosting a Dog Adoption Fair. Shelters from Duval, Clay, Nassau and St. Johns Counties will be represented. A complete list of agencies can be found online at <http://www.adventurelanding.com/jaxbeach/events.html>. Each year, because of Dog Lovers Day, several dozen dogs are adopted onsite. "We hope to help as many dogs find homes as possible," states Rick Deutscher, Adventure Landing's General Manager. "This event is not only fun but very rewarding to us to be able to help homeless pets find owners."

Adventure Landing, headquartered in Jacksonville Beach, consists of ten family entertainment centers around the country. Each captures the audience of families, teens and groups of all nature. Adventure Landing parks offer a combination of family fun attractions including video games, go-karts, laser tag, miniature golf courses, batting cages, birthday parties, corporate team building and group events. The Jacksonville Beach location also features a seasonal waterpark. Locations are open year around. More information can be found online at <http://www.adventurelanding.com>.