

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Dog Lover's Day Is Back at Adventure Landing

JACKSONVILLE BEACH, FL - Adventure Landing on Beach Blvd. in Jacksonville Beach will host its Third Annual Dog Lovers Day on Saturday, September 27, 2007. **This free outdoor, family-fun 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.**

This fun-filled, all-day long, free outdoor event will entertain & create awareness of the ongoing problem of the overpopulation of pets, and provide many homeless pets a permanent home through our Dog Adoption Fair. Well-behaved dogs are welcome to the event, and new this year, dogs can cool off in Shipwreck Island Waterpark's wavepool. The waterpark will be closing for the season the prior weekend.

Breakfast With Scooby Doo

Events will begin at 8am with Breakfast with Scooby Doo. The cost per person is \$9.99 (includes breakfast buffet) or \$12.99 (buffet & one attraction). A free Meet-and-Greet will follow until 1pm with photo opportunities (Then Scooby will 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.

Dog Adoption Fair Planned

During the all-day event, Adventure Landing will also be hosting a Dog Adoption Fair. Shelters from Duval, Clay, Nassau and St. John's Counties will be represented through the First Coast No More Homeless Pets (FCNMHP) non-profit organization. Their mission is to educate the public the importance of spaying and neutering. Last year, because of Dog Lovers Day, over 50 dogs were adopted onsite. "We hope to help as many dogs find homes as possible," states Lee Hovis, 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, with its newest park recently opened in St. Augustine. 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.