

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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PHOTOS AVAILABLE UPON REQUEST



## Southeast Veterinary Oncology Presents the 6<sup>th</sup> Annual Dog Lover's Day at Adventure Landing

Adventure Landing on Beach Blvd. in Jacksonville Beach will host its Sixth Annual Dog Lovers Day on Saturday, March 12, 2011, sponsored by Southeast Veterinary Oncology and Petco. 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. "We've had an overwhelmingly positive response from the adoption agencies," explains Rick Deutscher, Adventure Landing's General Manager. "We provide a great venue for them to bring their dogs for adoption." Well-behaved dogs are welcome to come to the event.

### Dog Lovers Day Schedule of Events

10AM-3PM: Pet Adoption Fair - Bounce House & Games - Vendor Fair – Pet Food Drive  
11AM: Award-Winning Frisbee Dog Show *Performed by Rescued Dogs*  
12PM: Flyball Performance  
12:30PM: Award-Winning Frisbee Dog Show *Performed by Rescued Dogs*  
1PM: Flyball Performance  
2PM: Flyball Performance  
2:30PM: Award-Winning Frisbee Dog Show *Performed by Rescued Dogs*

### Dog Food Drive at Adventure Landing *Free Game of Mini Golf In Exchange for a Bag of Dog Food!*

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. 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 Saturday, March 12th, in conjunction with its 6<sup>th</sup> Annual Dog Lovers Day, Adventure Landing is offering a free round of miniature golf to anyone who brings a new, unopened ten pound bag of dog food. The dog food will be donated to Jax Pet Food Bank (<http://www.jaxpetfoodbank.org>) and Pet Angel Welfare Supply (<http://www.petangelwelfaresupply.org/>).

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 which will be opening March 19<sup>th</sup> for the 2011 season. Locations are open year around. More information can be found online at <http://www.adventurelanding.com>.

