

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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PLEASE CALL CELL FOR INTERVIEWS WITH ADVENTURE LANDING and/or P.A.W.S.  
PHOTOS AVAILABLE UPON REQUEST

## Dog Lover's Day Is Back at Adventure Landing

**JACKSONVILLE BEACH, FL** - Adventure Landing on Beach Blvd. in Jacksonville Beach will host its Second Annual Dog Lovers Day on Saturday, March 10, 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.

### Scooby Doo, Where Are You?

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 great photo opportunities (Then Scooby will visit Adventure Landing's Westside location on 4825 Blanding Blvd. from 3-6pm for a free meet and greet). The nationally recognized, award-winning K9's In Flight Frisbee Dog Shows will be performing throughout the event. All of their show dogs have been rescued.

A raffle for will help raise money for P.A.W.S. (Partnership for Animal Welfare & Safety) an organization that was created to gain synergy from the combined efforts of the numerous animal welfare organizations in our community. The focus of P.A.W.S. is to increase the number of adopted animals, educate our community about animal welfare issues, to develop effective solutions to the pet overpopulation problem in our area and to build capacity within the rescue community. P.A.W.S. was originally conceived by the leaders of First Coast No More Homeless Pets, Jacksonville's Animal Care & Control Division and the Jacksonville Humane Society. By working together, many of the animal welfare issues we see in our community can be solved. P.A.W.S. was established to provide the framework for this cooperative effort. For more information go to [www.jaxpaws.org](http://www.jaxpaws.org).

Adventure Landing, headquartered in Jacksonville Beach, consists of nine 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.