

PRESS RELEASE

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FOR IMMEDIATE RELEASE

DATE: February 15, 2006
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Dog Lover's Day Will Be Hosted at Adventure Landing

JACKSONVILLE BEACH, FL - Adventure Landing on Beach Blvd. in Jacksonville Beach will host its First Annual Dog Lover's Day on Saturday, February 25, 2006. **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.**





Activities will include "Breakfast with Scooby Doo at 8:00am, a Dog Adoption Fair, Frisbee dog shows, children's bounce houses, a pet related vendor area, a Scooby Doo Meet & Greet, and the Hershey's Kissmobile. Sponsors for this year's event include; PetSmart, Dog Guard of Jacksonville, Dog Days and Cat Naps, and American PetSafe Professionals.

"Breakfast with Scooby Doo" tickets are being sold for \$6.99 per person includes buffet or \$7.99 per person includes buffet, Super Saturday, and 4 tokens. Advance reservations are required, space is limited, and tickets may only be purchased at the park. Ticket purchase deadline is February 20th.

The Hershey's Kissmobile is a national fundraiser for the Children's Miracle network. Their message is that "Every kid deserves hugs and kisses...especially Hershey's Hugs and Kisses brand chocolates."

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 'round. Visit Adventure Landing's website for more details, www.adventurelanding.com.

THE LINEUP :

<p>8:00 am</p> 	<p>BREAKFAST WITH SCOOPY DOO Only \$6.99 per person includes buffet or \$7.99 per person includes buffet, Super Saturday, and 4 tokens. RESERVATION REQUIRED Space is limited, advance purchase is necessary. Call for more details: 904-246-4386 Ticket purchase deadline: February 20th 2006</p>
<p>10am-1pm</p>	<p>SCOOPY DOO <i>Meet & Greet, Photo Opportunities</i></p>
<p>10am- 4pm</p>	<p>Children's Bouncy Houses, Hershey's Kissmobile</p>
<p>11 am - 4pm</p> 	<p>Dog Adoption Fair Pet Vendor Fair 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 find as many homes for pets as possible and to educate the public the importance of spaying and neutering.</p>
<p>11:00 - 11:30am</p>	<p>Scheurman's K9 Academy</p>
<p>Noon- 12:30pm</p> 	<p>Disc-Connected K9's Frisbee Dog Show Nationally-recognized, award-winning Disc-Connected Canines Frisbee Dog Shows. This high energy, interactive event thrills guests of all ages.</p>
<p>1-1:30pm</p> 	<p>Scheurman's K9 Academy With over thirty years of experience, Scheurman's K9 Academy will perform Police and Search & Rescue dog training tactics.</p>
<p>2 - 2:45pm</p>	<p>Disc-Connected K9's Frisbee Dog Show</p>
<p>3 - 3:45pm</p>	<p>Raffle (money raised will be donated to First Coast No More Homeless Pets Non-profit Organization)</p>
<p>4 - 4:45pm</p>	<p>Disc-Connected K9's Frisbee Dog Show</p>

SPONSORS:

