



**Canine Adoption and Rescue League
12th Annual
Pooch Parade Dog Walk & Pet Expo**

Dear C.A.R.L. Supporter:

It's that time again! Our 12th Annual Pooch Parade Dog Walk & Pet Expo! The event will take place at the San Buenaventura State Beach Park, Ventura, California on July 19th from 9:00 AM – 4:00 PM. Last year's event was a great success and this year will be even better! As part of our outreach efforts in the community, the theme for our 12th Pooch Parade event is **"Wags for Wellness: Protect, Prevent, Provide"** which emphasizes a holistic approach to ensuring the safety and well being of your pet throughout all stages of his/her life. As such, we will be incorporating this theme in fun and exciting ways at all our booths and we invite all our non-profit groups to join us in thinking of creative ways to emphasize this theme in their booths.

The traditional dog walk or "Pooch Parade" will take participants along the beach as we did last year and conclude at the park. After the walk everyone will enjoy pet contests, demonstrations, food, silent auction, fun pet photos, nail clips for tips booth, adoptions through local rescuers and exciting pet related vendors. More than 2,000 people and paws attended last year and being back at the beach will draw even more!

Please join us at our event and gain valuable exposure for your group! Here are the details:

- Registration cost is \$50.00 for a 10' x 10' booth. Please note additional details in the attached registration form.
- San Buenaventura State Beach Park charges \$8.00 per parking pass per vehicle
- All non-profit groups confirmed by June 15th will be listed in our 2009 Pooch Book program with your company name, phone number and websites. This is given to all who attend that day and will be distributed throughout the year
- **Please call Irra at (805) 236-6228 or email: irra_s@yahoo.com**

We will also be placing display ads in several Ventura and Santa Barbara print publications. Funds raised from this event will help offset the many supplies, medical expenses, and obedience training for dogs in Canine Adoption and Rescue League's Second Chance adoption program. C.A.R.L. is a Ventura County based non-profit dog/puppy rescue and placement organization founded in 1996. Our mission is to place unwanted, abandoned and homeless dogs into pre-screened, responsible, permanent homes. Through 2008, over 3,000 dogs and puppies were placed into new homes and given a second chance. Thank you in advance for your support and we look forward to seeing you at the walk!

With Regards,

Sharon Clark
Board President

**Canine Adoption and Rescue League's
12th Annual
Pooch Parade Dog Walk & Pet Expo
Sunday, July 19, 2009**

Non Profit Booth Reservation Form

Business/Organization _____

Address _____

City/State/Zip _____

Phone _____

Contact Person _____

Email _____ Website _____ Fax: _____

- Please indicate your options below:

Description	Cost (\$)	Nos. Requested
Booth – 10 ft x 10 ft	\$50 / booth	
Canopy – 10 ft x 10 ft	\$75 / canopy	
Table – 6 ft	\$8 / table	
Chair	\$2 / chair	
TOTAL		

A detailed follow-up letter will be sent out to you in June with further details. This will include logistics, map of the event, and other pertinent event.

Mail Vendor Registration form to and payment to: C.A.R.L., P.O. Box 5022, Ventura, CA 93005, ATTN: Irra Core

Organizational Information for the 2009 Pooch Book:

Business/Organization _____

Address _____

City/State/Zip _____

Phone _____

Contact Person _____

Email _____ Website _____ Fax: _____