



## **DAS...Growing Families One Pet at a Time**



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DIVISION OF PUBLIC SERVICES ADMINISTRATION

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## HOWL-A-DAY ARTICLE

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With national exposure in Naples Dog Magazine and Fido Friendly Magazine, Collier County expects its Howl-A-Day Jubilee Pet Festival to grow even bigger this year.

The event is being sponsored by numerous venues including WINK-TV, WINK 96.9 FM, Latino Tropical 97.7 FM, D'Latinos TV, Planet Smoothie, Invisible Fence of Southwest Florida, Animalife Veterinary Center, Florida Dog Magazine, Florida Feline Magazine, Fido Friendly Magazine and Naples Dog Magazine. The event has attracted local and national attention, because it is the only event that benefits injured animals without owners at Collier County Domestic Animal Services (DAS).

"The growth of this event is an important benefit for pets that come to us in need of emergency medical help and it makes a real difference in these animals' lives," DAS Director Amanda Townsend said.

The 2008 pet festival will boast new attractions for pets and their owners, including a Dog Agility Fun Course. Your dog's paw will hit the grass with excitement to try new tricks that only professionally trained dogs used to have access to at the event. Local pet rescue groups have been invited for the first time to participate in the event to increase community involvement and to increase the number of pet adoptions at the event.

The event doubled in size in both attendance and fundraising in its first two years. More than 5,000 pet lovers attended the event in 2007, raising \$10,594 to benefit homeless animals.

DAS is a public animal shelter and without the Howl-A-Day Jubilee fundraiser, there would be no funds to pay for emergency surgeries and medical treatments of homeless pets. Proceeds are raised at the event through entry donations, raffle ticket purchases and sponsorships. Funds raised are deposited into the DAS Donation Trust Fund, approved by the Board of County Commissioners.

The 2008 Howl-A-Day Jubilee Pet Festival will be held at Veterans Community Park at 1895 Veterans Park Dr. in Naples, FL on Saturday, Nov. 22, 2008 from noon to 5 p.m. The 2009 festival is scheduled for Saturday, Nov. 21, 2009 at the same location noon to 5 p.m.

Pet adoptions at the event are first-come-first-serve. For more event information, visit [www.collierpets.com](http://www.collierpets.com) or call (239) 252-PETS.

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