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**FOR IMMEDIATE RELEASE Contact: Lisa Lane**

**Charlottesville-Albemarle SPCA (434) 964-3305 | (805) 451-0154**

**05/29/2014 llane@caspca.org**

**1st Annual Bow-WOW-Walk Happening this Saturday**

**Charlottesville, Virginia**: This Saturday, May 31st, hundreds of animal lovers and their dogs will gather in Lee Park for the Charlottesville-Albemarle SPCA’s Bow-WOW-Walk. This first annual K-9 2.5K is presented by Virginia National Bank and proceeds will support the SPCA’s lifesaving programs. The walk will begin in Lee Park at 10AM and wind its way through Charlottesville’s historic downtown mall neighborhood before returning to Lee Park for a post walk festival that promises to WOW our doggie friends. The animal-friendly festival will run from 11AM to 2PM and will feature human and doggie entertainment, canine competition, treats for humans and pups and a pack of animal friendly vendors and sponsors. Pups can look forward to Pupsical treats courtesy of Chaps Ice Cream, puppy pedicures from Pampered Pets, a dip in the pool thanks to Albemarle County Fire and Rescue and give-a-aways from a variety of vendors and sponsors. Schedule of festivities is as follows:

9AM Registration and Walker Packet Pick-Up Starts

10AM Walk Kick-Off & Welcome by Virginia National Bank
10:50 AM Live Music by Chad Hanger

11AM Festival of Doggie Fun Begins

11:45AM Best Trick on the Stage

12:15 PM Best Costume on the Stage

1:00 PM Pet/Owner Look-a-Like on the Stage

2:00 PM Festival Ends

Registered walkers are close to reaching the goal to raise more than $35,000 to support the SPCA’s lifesaving programs, including subsidized spay/neuter, animal medical care and humane education.

“Participants in our inaugural walk are leading the way to help us save animal lives in our community. This event is completely underwritten by support from our generous sponsors, so every registration fee, and every dollar raised goes to support our animals in need,” says SPCA Director of Marketing and Development. “With help from our animal loving community, we hope to attract hundreds of walkers to this first-time event and have it become a recognized annual event for animal lovers in our community.”

Registration is $35 and includes a commemorative T-shirt, doggie bandana and a walker goodie bag. Same day registration will begin at 9AM in Lee Park.

Our generous walk sponsors include: Virginia National Bank as the Top Dog presenting sponsor; Pampered Pets and McDonalds as Struttin’ Mutt Sponsors; Doggie Do Gooders--Crutchfield, Dixon Disposal, Monticello Animal Hospital, Natural Pet Essentials, Pet Food Discounters; and the Supporting Pup Sponsors—Animal Connection, Canine Adventure, BMW of Charlottesville, Georgetown Veterinary Hospital, Mosquito Authority, Raising Canes, Virginia Animal Law Society, RKG, Darrell & King, PetSmart and Able Insurance. Special thanks to our media sponsor: NBC29, Payne Ross & Associates, and Monticello Media.

The mission of the Charlottesville-Albemarle SPCA is to provide a safe and nurturing environment for the lost, abandoned, and homeless animals of the City of Charlottesville and the County of Albemarle and to increase the number of these animals being placed in appropriate, loving, and permanent homes through adoptions, foster care, and outreach, and to set a standard of excellence and leadership in shelter animal care, humane education, and progressive animal welfare programs.

For more information about the Charlottesville-Albemarle SPCA call 434-973-5959 or visit our website at [www.caspca.org](http://www.caspca.org). The SPCA’s main adoption center is located at 3355 Berkmar Drive in Charlottesville and is open seven days a week from 12 PM– 6 PM.

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