

FOR IMMEDIATE RELEASE

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*****Media Advisory*****

**Patch's 3rd Annual Pooch Parade & Costume Contest at Navy Pier
Saturday, October 17, 2009: 10am-12pm
Presented by *DOG E WORKS***

WHO:

Chicagoland's costumed canines and Navy Pier's resident mascot, Patch the Pirate Dog.

WHAT:

Local Chicago dogs will showcase their **finest howl-o-ween costumes** while parading along Navy Pier from **Dock Street** to **Festival Hall**. Best-dressed pups will win prizes!

WHEN:

Saturday, October 17, 2009

Dog Costume Contest Registration: 10am-11am

Dog Costume Judging: 11am- 11:45am

Prizes Awarded: 11:45 am-12:00 pm

Pooch Parade down Dock Street: 12:00pm

WHERE:

Gateway Park, located in front of the **Navy Pier entrance**. *FREE ADMISSION!*

MORE INFO:

One **lucky dog** will be chosen in this year's **doggy costume contest** as the **Grand Prize Winner**, being named the **2010 Seadog Cruise Honorary Mascot** and receive other great prizes! Second, Third and "**Wildest Thing**" **Costume** will also be awarded prizes. Patch then leads a parade down Dock Street with all of the canine contestants.

