Animal Alliance

Rescue – Foster – Rehabilitate – Spay/Neuter – Adopt

www.animalalliancenj.org

FOR IMMEDIATE RELEASE

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"Pet Masquerade," Lambertville's annual, Halloween-themed event for people and their pets, will be held in Lambertville on Saturday October 18 from 12-4 pm at The Gazebo at Ely Field on North Main Street, next to Lambertville Elementary School. Registration starts at Noon by the gazebo area and the parade, which will be on the Little League field, begins at 1 pm. Participants can also register in advance and get a free dog toy by calling the event's sponsor, Susan's Houndstooth Inn, at 609-397-8784, or e-mailing info@susanshoundstoothinn.com This annual event celebrates the pet-friendly city of Lambertville and responsible pet ownership with a parade of pets in costume accompanied by their owners. The rain date is Sunday, October 19.

The Union Fire Company of Lambertville will be serving up their famous "Friday Night Grill" fare, including hotdogs, hamburgers, and veggie burgers. Live music will also be featured. Assorted prizes donated by local merchants will be awarded for 9 categories: Best Green/Recycled, Best Group, Best Small/Medium/Large Dog, Funniest, Most Creative, Pet & Owner Look-a-like, and Judge's Favorite. While the vast majority of entrants are expected to be dogs, past Pet Masquerades have showcased goats, cats, and even fish and hedgehogs. Owners are invited to dress in costume as well, but that is not a requirement. The registration fee is $15 per entry of up to 4 animals, $5 for additional pets.

Pet Masquerade was started four years and is being co-sponsored this year by Susan's Houndstooth Inn, Amwell Animal Hospital, Flaura Custom Floral Designs, Dogs and Cats Rule, and Animal Alliance. Anyone interested in donating a prize or in being a crafts or food vendor are needed for the event, and should call 609-397-8784. Volunteers are always welcome at Animal Alliance for a variety of tasks, and are needed for many functions at Pet Masquerade.

Event Sponsor, Susan's Houndstooth Inn is an upscale dog boarding and daycare facility in Lambertville that features "cageless" accommodations for dogs. These "suites" are small rooms with doors that close on the bottom only so a dog can look out and see what's going on at all times. The suites have a homelike feel and feature doggie futons, elevated dog beds, and other "comforts of home" that help make a dog's time away from home a good, safe, and comfortable experience. The daycare playroom is for supervised and controlled play and playgroups are formed with dogs of similar size and activity level. Since there are no traditional kennel runs, dogs are walked several times daily during their stay.

All proceeds will benefit Animal Alliance, a Lambertville-based 501(c)(3) nonprofit, volunteer-run animal welfare organization that rescues, rehabilitates and adopts approximately 500 animals per year, all of whom are spayed/neutered prior to adoption. Animal Alliance recently started "Planned Pethood," a low cost spay/neuter and vaccine program in Lambertville. A "Parade of Adoptable Dogs" will immediately follow Pet Masquerade so the crowd can see some of the dogs available for adoption from Animal Alliance.