

SOCIETY DOG

a SOCIAL CLUB FOR DOGS... AND THEIR PEOPLE

Society Dog's Media Highlights

PBS Broadcasting sent a team to interview and film members of Society Dog for their Nature Series "Animals Sensing Natural Disaster". Several Society Dog members, along with their dogs, were featured as they told stories of the Loma Prieta Earthquake.

Bay Area Back Roads filmed and featured Society Dog in a segment as Maria Goodavich, author of "The California Dog Lover's Companion" narrated the highlights of the organization. Society Dog is regularly featured in updates of her book.

A camera man representing Purina joined Society Dog during the Holiday Bus rides through the Vasona Fantasy of Lights in Los Gatos. The segment was featured on their website.

Society Dog was featured in the documentary *Unleashed*, a film about the Santa Barbara Big Dog Parade. The film was premiered at the 23rd Santa Barbara International Film Festival.

Front Page article about Society Dog in the Santa Cruz Sentinel, highlighting the organization and what they bring to the community.

Feature article in the Los Gatos Weekender in 2008 featuring Society Dog as the articles main focus. The article discussed the importance of making dogs an accepted part of the community and how people can make their dogs a bigger part of their lives.

The Willow Glen Times featured Society Dog, its origin, and described their Thursday night walks through the town and continues to advertise the group walks in their calendar section.

The Los Gatos Weekly Times and the Los Gatos Weekender did a write-up on Howling Halloween®, Society Dog's largest event, along with Society Dog history and a description of upcoming events.

Channel 11 weatherman, Craig Herrera, was the Grand Marshall of Halloween 2008. He promoted the event on television prior to his involvement.

A multitude of radio PSA's and calendar announcements in support of Howling Halloween have been run prior to each year's event.

SOCIETY DOG

a SOCIAL CLUB FOR DOGS... AND THEIR PEOPLE

Radio interview in 2008 with KSCO, in Santa Cruz to announce our involvement as a sponsor in the Coastal Dogs 2008 Spring Event.

The Evergreen Times promoted the Society Dog Evergreen's Chapter launch by running articles twice prior to the event.

Society Dog Bus trips have been requested and provided for the following community auctions: 106.5 radio station auction in support of Katrina Victims, Humane Society Silicon Valley's Fur Ball 2007, Coastal Dogs 2008 Spring Event, Big Brothers/Big Sisters of the Bay Area, Safe Haven Animal Sanctuary Auction 2005 and 2008.