

PRESS RELEASE

FOR IMMEDIATE RELEASE

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1ST ANNUAL PET PARADE ON CANNERY ROW SCHEDULED FOR NOVEMBER 29

All Four-Legged Friends Welcome to Show Off Their Holiday Finest!

MONTEREY, Calif. – November 24, 2008 –The 1st annual Pet Parade on Cannery Row is scheduled for Saturday, November 29 at 11:30 AM, starting from the Steinbeck Plaza and traveling down the Coastal Recreation Trail to the American Tin Cannery. Pre-registration is required and check in begins at 10:30 AM in Steinbeck Plaza.

All well-behaved and friendly four-legged friends (on a leash) are invited to participate in this free event. The Cannery Row Company is proud to support the SPCA for Monterey County and Animal Friends Rescue Project during this event. Pet owners are encouraged to deck out their pets in their holiday finest and strut their stuff along the half mile parade route.

A Doggie Fashion Show, courtesy of Chateau le Paws Pet Boutique and Spa Doggie Day Care, will take place in the American Tin Cannery, the Peninsula's "Pet Friendly Mall," following the pet parade. The "models" will travel down a dog bone-shaped runway beginning at 12:15 PM at the American Tin Cannery. Alicia Becerra, a news anchor for KSBW-TV, will emcee the fashion show.

Following the fashion show, prizes will then be awarded to the parade participants for the most creative and original outfits.

The SPCA for Monterey County and Animal Friends Rescue Project will also be available at the American Tin Cannery during the event and will feature onsite pet adoptions for those interested in adopting a new pet.

To register your pet for the Pet Parade or for more information, visit www.canneryrow.com or call 831.657.6488.

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About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.