



Greyhounds Reach the Beach

c/o The Greyhound Project, Inc.
P.O. Box 5239
Framingham, MA 01701

The Greyhound Project, Inc., is a non-profit organization dedicated to providing information about greyhounds and to promoting their adoption as pets through its publications and other activities including the adopt-a-greyhound site on the Internet at <http://adopt-a-greyhound.org>.

Celebrating Greyhounds: The Magazine

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Celebrating Greyhounds Desk and Wall Calendars

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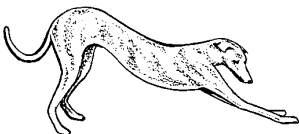
Greyhounds Reach the Beach Press Relations

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Greyhounds Reach the Beach General Info

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<http://adopt-a-greyhound.org/dewey>

We are volunteers and appreciate your patience



Organizers expect 3,000

Greyhounds to Reach Dewey Beach, Delaware, October 5-7, 2007

Press kit contents

- A** **Press release.** The who, what, where, when, and why.
- B** **Activity schedule and map.** The weekend includes speakers, seminars, celebrations, and shopping.
- C** **True or false.** A reader quiz correcting common misinformation about the breed. Includes contact information for potential adopters.
- D** **Press contacts.** The Greyhounds Reach the Beach Press Relations Committee is available to answer questions, schedule interviews, and provide photos.
- E** **History.** How did the event snowball from a few friends meeting at the beach in 1995 to an international attraction? Includes a list of past brunch speakers.
- F** **The Greyhound Project.** Coordinating Greyhounds Reach the Beach is just one of The Greyhound Project's adoption awareness efforts.
- G** **Community outreach.** Volunteers will meet with locals at a variety of venues to talk about greyhounds and introduce a few in person.
- H** **As seen in . . .** From serious feature stories to travel sections to local color pieces, here is some of the media coverage this event has generated.



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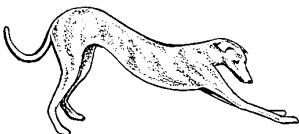
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For immediate release

Thousands of retired racing greyhounds to visit Delaware Shore

September 1, 2007 — From October 5th through 7th, thousands of greyhounds will visit Dewey Beach and Rehoboth Beach, Delaware, for the 13th annual “Greyhounds Reach the Beach” weekend.

For attendees — who come from all over the country and even abroad — the weekend is equal parts education, networking, socializing, and enjoying the local flavors.

For area residents, the weekend offers an opportunity to meet some of these beautiful and gentle dogs. In fact, several curious visitors — having learned about the breed at Dewey Beach — have gone on to adopt greyhounds of their own.

Many of the area’s retail stores now allow the pets inside, and several businesses have begun extending their seasonal closings until after Columbus Day weekend. Dozens of hotels now allow the greyhounds, and most of their rooms are booked a year in advance. Dog-friendly rooms will be filled from Lewes to Bethany Beach.

Rick Shindeldecker, co-owner of Sharky’s Grill in Dewey Beach, notes that Columbus Day weekend sales rival the busiest summer days. Shindeldecker allows greyhounds on the restaurant’s tented deck and lawn area, and he provides water bowls for the pups and a friendly greeting and free coffee to their owners.

Weekend events

Among the weekend’s activities are morning walks on the beach, educational seminars, an ice cream social, a blessing of the hounds, and a memorial service to remember greyhounds that have passed.

A popular destination throughout the weekend is the Greyhounds in Art original art show at The Ruddertowne Complex. This year’s show will feature acrylic, sculpture, jewelry, and more. There will be a reception with the artists from 6:30 to 9 Saturday evening, and further details on the artwork and artists is available at www.greyhoundsinart.com.

Canine Good Citizen testing is available and requires advance registration. Sunday brunch at the Ruddertowne Complex includes a raffle benefiting canine cancer research. This year’s brunch speaker is Patricia Roberts, who recently played a major role in rescuing greyhounds from an under-performing track in Mexico. Additionally, Mary Ellen Carlow, Development Operations Manager for the Morris Animal Foundation, will speak on Morris’s Canine Cancer Campaign and what they are doing to advance canine health.

The full 2007 schedule of activities is available online (address below) and will be posted at most area hotels Columbus Day weekend.

<http://greyhound.com/DeweyPress>

Section

A

(Over)

Greyhound Awareness Cross-Country Bike Ride

Early Sunday afternoon, George Johnson will begin a cross-country bike ride to raise money and awareness for greyhound adoption. His 60-day ride will take him from Delaware to Florida and then on to California. More information on George and his ride can be found at www.greytride.greyexpectations.org.

Shopping galore

In previous years, several large vendor tents were stationed on McKinley Street. Due to a history of flooding in the tents -- in fact a 2006 storm left the space too unstable to even set up the tents -- all vendors will have indoor locations this year. Signs and banners will be located on storefronts, hotels, and condos along Route 1 in Dewey and Rehoboth, and several vendors will be inside the Rehoboth Volunteer Fire Station.

For many of the non-profit groups at the event, the weekend is their largest annual fundraiser. This year's event coincides with the annual Dewey-Rehoboth Sidewalk Sales, so it promises to be a great weekend for shopping in both communities.

More information

Information and registration (only required for greyhound owners) is available at <http://adopt-a-greyhound.org/dewey>. Lodging information is available at <http://beach-fun.com>. Information on adopting a greyhound can be found at <http://adopt-a-greyhound.org> or by calling 800-366-1472 or 800-446-8637.

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Editors: If you prefer an electronic copy of the press kit next year, please email sarah@adopt-a-greyhound.org. Thank you!



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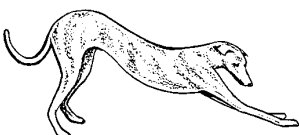
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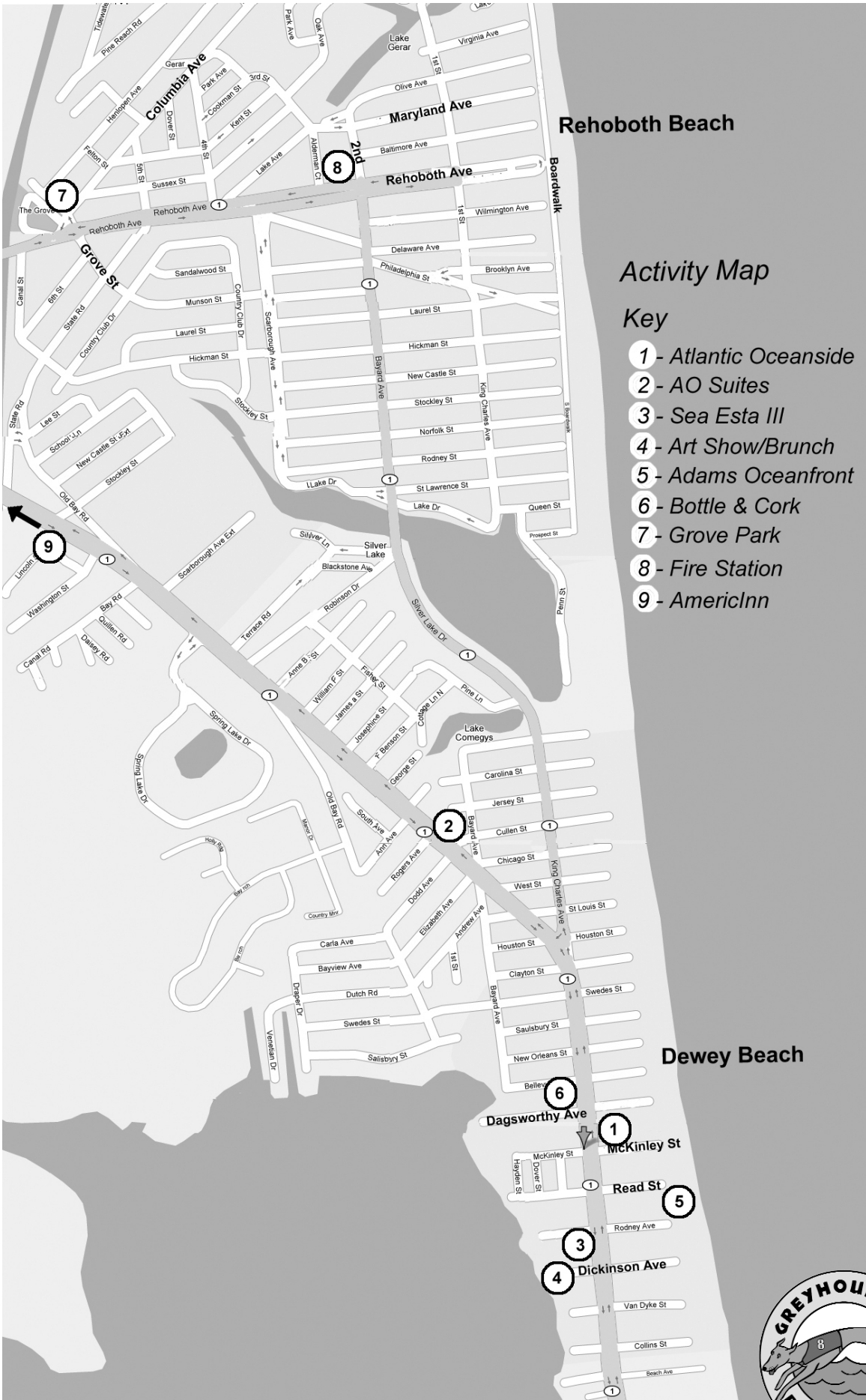
2007 Schedule and Map

Thursday, October 4		
2-3PM	Atlantic Oceanside	Late registration at Room 116
4-5:30PM	Dewey Beach at McKinley	Commemorative photos on the beach with Praveen Mutalik (weather permitting). Sponsored by Greyhound Support in Kansas City
6PM	Atlantic Oceanside Suites Office	Happy, Healthy Hounds with Claudia Presto. Sponsored by the Greyhound Gang
6-9PM	Bottle & Cork	Welcome to Dewey Beach with refreshments, dog treats, vendors, and raffle tickets. Sponsored by the American Greyhound Council
Friday, October 5		
8:30AM	Dewey Beach	Morning walk on the beach
Anytime	Rehoboth Beach/Boardwalk	Stroll for the sleepyheads
9-10AM	Bottle & Cork	Paw Maintenance Using Therapaws and Dr. Ingrid Isabella Borghese, Therapaws inventor. Also <i>Care of the Racing Greyhound</i> book on sale. Sponsored by the American Greyhound Council
10-Noon	Bottle & Cork	General Behavior Workshop with Lee Livingood, author of <i>Retired Racing Greyhounds for Dummies</i> . Sponsored by the American Greyhound Council
12-4PM	Vol. Fire Station, Rehoboth	Shopping with vendors at the Fire Station
12-5PM	Atlantic Oceanside Pool Deck	What is My Greyhound Trying to Tell Me? with Gina Wilson, LCSW. Additional fee; sign up in the Atlantic Oceanside office
1-2:30PM	Bottle & Cork	Greyhounds Make Greyt Pets Radio Show with Coree Goree, President of GPA National. Sponsored by the American Greyhound Council
1-3PM	Atlantic Oceanside Suites Office	Energy Healing Workshop with Kathy South of the Reiki Center of Greater Alexandria. Additional fee; sign up in the Atlantic Oceanside office
2-3PM	Atlantic Oceanside	Late registration at Room 116
2-6PM	Grove Park Pavilion	Canine Good Citizen testing with Linda Cors. Additional fee; pre-registration required
2:30-3 PM	Bottle & Cork	Bell Ceremony Remembering Our Greyhound Friends That Have Passed Away. Sponsored by the American Greyhound Council
3-4:30PM	Bottle & Cork	Weight Management and Nutrition for Greyhounds with Dr. Douglas Yanik. Sponsored by the IAMS Corporation
4-5PM	Atlantic Oceanside Suites Office	Happy, Healthy Hounds with Claudia Presto. Sponsored by the Greyhound Gang
4-5:30PM	Dewey Beach at McKinley	Commemorative photos on the beach with Praveen Mutalik (weather permitting). Sponsored by Greyhound Support in Kansas City
5-9PM	Sunnyside Restaurant at the Ruddertowne	Greyhounds in Art Show
6-8PM	Adams Oceanfront Motel	Greyhound Ice Cream Social. Sponsored by Nittany Greyhound Adoption
Saturday, October 6		
7AM	Dewey Beach at McKinley	Circle of Grey gathering
8:30AM	Dewey Beach	Morning walk on the beach
Anytime	Rehoboth Beach/Boardwalk	Stroll for the sleepyheads
9-10AM	Bottle & Cork	Paw Maintenance Using Therapaws and Dr. Ingrid Isabella Borghese, Therapaws inventor. Also <i>Care of the Racing Greyhound</i> book on sale. Sponsored by the American Greyhound Council
9-Noon	Grove Park Pavilion	Canine Good Citizen testing with Linda Cors. Additional fee; pre-registration required
9-Whenever	Sea Esta III side yard	"Toes in the Sand" paw painting. Benefit A Greyhound's Wish, Inc.
9AM-9PM	Sunnyside Restaurant	Greyhounds in Art Show
9:30-10:30AM	AmericInn/Rehoboth	Digital Photography: Submitting photos for the Celebrating Greyhounds Calendar with Praveen Mutalik

10AM-Noon	Atlantic Oceanside Suites Office	Greyhound physical therapy seminar with Steve Sarras, greyhound trainer
10AM-5PM	Volunteer Fire Station, Rehoboth	Shopping with vendors at the Fire Station
10:30AM	The Beach at Reed Street	Blessing of the Hounds , clergy TBA
10:30-Noon	Bottle & Cork	Weight Management and Nutrition for Greyhounds with Dr. Douglas Yanik. Sponsored by the IAMS Corporation
11-12:30PM	AmericInn/Rehoboth	What's New in Greyhound Medicine? with OSU Veterinary Teaching Hospital and faculty member Dr. Guillermo Couto
12-2PM	Atlantic Oceanside Suites Office	Energy Healing Workshop with Kathy South of the Reiki Center of Greater Alexandria. Additional fee; sign up in the Atlantic Oceanside office
12-5PM	Atlantic Oceanside Pool Deck	What is My Greyhound Trying to Tell Me with Gina Wilson, LCSW. Additional fee; sign up in the Atlantic Oceanside office
1-2PM	Atlantic Oceanside	Late registration at Room 116
1-3PM	AmericInn/Rehoboth	International Greyhound Welfare and Adoption Issues and Update with Marion Fitzgibbon (Ireland), Fermin Perez (Spain), Lucinda Read (England), Becky Blackmore (RSPCA - England), Dr. Guillermo Couto (US), Louise Coleman (US), and other international guests Sponsored by the American European Greyhound Alliance
1-3PM	Bottle & Cork	Separation Anxiety Workshop with Lee Livingood, author of <i>Retired Racing Greyhounds for Dummies</i> . Sponsored by the American Greyhound Council
3-5PM	Atlantic Oceanside Suites Office	Greyhound Physical Therapy Seminar with Steve Sarras, greyhound trainer
3:30-5PM	AmericInn/Rehoboth	What's New in Greyhound Medicine with OSU Veterinary Teaching Hospital and faculty member Dr. Guillermo Couto
4-5:30PM	Dewey Beach at McKinley	Commemorative photos on the beach with Praveen Mutalik (weather permitting) Sponsored by Greyhound Support in Kansas City
6:30-9PM	Sunnyside Restaurant/Ruddertowne	Greyhounds in Art Show: Reception and Meet the Artists
8PM	The Beach at Dagsworthy Street	Memorial Service for Missing Friends hosted by Stephanie Russell
■ Sunday, October 7		
8:30AM	Dewey Beach	Morning walk on the beach
Anytime	Rehoboth Beach and Boardwalk	Stroll for the sleepyheads
9AM-3PM	Sunnyside Restaurant/Ruddertowne	Greyhounds in Art Show
10-5PM	Volunteer Fire Station, Rehoboth	Shopping with vendors at the Fire Station
10:30AM	Bay Center and Crabbers Cove	Brunch at the Ruddertowne Complex (advance tickets required—please don't leave them home!) Rescuing the Juarez Greyhounds with Patricia Roberts, President of GPA-El Paso Lonestar Greyhounds An update on the Morris Animal Foundation Canine Cancer Campaign and what MAF is doing to advance canine health with Mary Ellen Carlow, Development Operations Manager, MAF
12-3PM	Bottle & Cork	Shop 'til You Drop Sale with free refreshments, dog treats, vendors, and raffle tickets. Sponsored by the American Greyhound Council
12-3PM	Atlantic Oceanside Pool Deck	What is My Greyhound Trying to Tell Me with Gina Wilson, LCSW. Additional fee; sign up in the Atlantic Oceanside office
1PM	Dewey Beach at McKinley	Greyhound Awareness Cross-Country Bike Ride Sendoff Ceremony with George Johnson. Sponsored by Greyt Expectations Greyhound Rescue; see http://www.greytride.greytexpectations.org . Host family sign-up sheet in the Atlantic Oceanside office
■ Monday, October 8		
8:30AM	Dewey Beach	Final morning walk on the beach until next year!

IMPORTANT NOTES AND CHANGES FROM PREVIOUS YEARS:

- Any changes affecting the schedule or messages from the organizers will be posted in the Atlantic Oceanside office.
- Greyhounds are only allowed on Rehoboth Beach through Sunday evening (they are still allowed on Dewey Beach Monday).
- The Hund Run is on vacation this year and is expected to return in 2008; please DO NOT use the Elementary School field under any circumstances.
- Due to a history of inclement weather, there are no vendor tents this year. Please note vendor locations in the Vendor Directory (in your registration packet) and watch for signs and banners at hotels, condos, and storefronts. Be sure to visit the vendors at the Volunteer Fire Station in Rehoboth.



Rehoboth Beach

Activity Map

Key

- 1 - Atlantic Oceanside
- 2 - AO Suites
- 3 - Sea Esta III
- 4 - Art Show/Brunch
- 5 - Adams Oceanfront
- 6 - Bottle & Cork
- 7 - Grove Park
- 8 - Fire Station
- 9 - AmericInn

Dewey Beach





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True or false?

■ Greyhounds are hyperactive and need lots of exercise

False. Greyhounds are sprinters, not endurance dogs. Most are gentle and affectionate couch potatoes that need a daily walk. A weekly run in an enclosed area is a nice bonus, but it is not a requirement. As with any breed, younger dogs need more exercise than older dogs. If you wish to take them running, they'll need to work up to longer distances gradually, just like you.

■ Greyhounds need to be on a leash

True. Greyhounds must always be on a leash when not in a completely fenced in area. They are sighthounds and have been bred to chase. Even a piece of litter in the wind could send them running in front of a car. No matter how well trained your dog is, nothing is as strong as mother nature.

■ Greyhounds need to live indoors

True. Greyhounds should not be left unattended in a yard, particularly if the fence is under six feet. They are also thin skinned and should not be exposed to the elements (heat or cold). Greyhounds have about half the body fat of most dogs and require coats in chilly weather.

■ Greyhounds need a fenced yard

False. However, if you don't have a fenced yard, be prepared to walk your dog three or four times per day. Greyhounds should not be tied out. Serious injury could result from trying to run.

■ Greyhounds can live with cats

True, for some greyhounds. If you have cats, be sure to tell your adoption group so they can help you select a cat-safe hound.

■ Greyhounds can't sit

False. Greyhounds are intelligent and can be taught to do all kinds of tricks. They are quite sensitive, and only positive training methods should be used.

■ Greyhounds aren't good with children

False. Most greyhounds are tolerant of children. As with any dog, play should be supervised and the child should not be permitted to abuse the dog. Some adoption groups will only adopt to families with older children.

■ Greyhounds can't get fat

False. Greyhounds should be kept trim to stay in good health. The last three ribs should be visible, and all ribs should be easy to feel.

■ **Greyhounds are the fastest dog**

True. Greyhounds can reach speeds of up to 45 miles per hour. Only cheetahs are faster over short distances. Other species, including horses, are faster over longer distances.

■ **Greyhounds don't shed**

False. While it's not true that greyhounds don't shed, the majority of them don't shed much. Their fur is very short and should be brushed as needed. Unless they get into something, they can be bathed as little as two or three times a year.

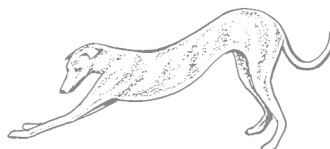
■ **Greyhounds are hypoallergenic**

False. Many people with allergies find they are more tolerant of greyhounds, but it is a myth that they are hypoallergenic.

■ **All retiring greyhounds now get adopted**

False. Adoption efforts have greatly improved their odds, but there continue to be more greyhounds needing homes than there are homes needing greyhounds. An on-line directory of adoption agencies is available at www.adopt-a-greyhound.org. Or call 800-366-1472 or 800-446-8637.

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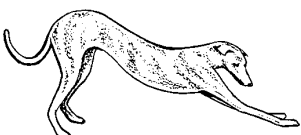
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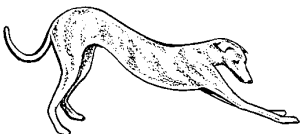
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History

Judy Dillon, Martha Sherman, and Pat Tyson first met on the Internet and then in person at a greyhound picnic in May 1995. Shortly thereafter, they began discussing a trip to the beach with the dogs. They found a small motel in Ocean City, Maryland, that had eight rooms where they would allow dogs.

Then someone thought it would be fun to see if a few other local greyhound owners would like to go, and a message was posted to a greyhound discussion group on the Internet. It didn't take long to figure out that they needed to find a motel with more rooms. Pat started calling motels along Route 1 from Rehoboth, Delaware, to Ocean City, Maryland. She found the Atlantic Oceanside in Dewey Beach, Delaware, where dogs were allowed during the off-season.

The first Dewey get together in October 1995 occupied most rooms in the Atlantic Oceanside Motel. Eighty-five people attended with sixty-five greyhounds. Judy, Martha, and Pat were astonished.

After the success of the first Dewey gathering, they decided to plan Dewey '96. That year the attendee list grew even more. They filled the Atlantic Oceanside and had to find another motel. The Sea Esta I joined in and a few people stayed there. The figures for 1996 were somewhere around 116 dogs and 113 people.

In 1997, greyhounds filled the Atlantic Oceanside, the Sea Esta I, and the newly opened Sea Esta III. The Atlantic Oceanside opened their townhomes and suites to the greyhound people. Every available room was taken and more people wanted to come. To accommodate this growth, Joe Gannon, one of the original attendees, convinced the Southwinds to allow greyhounds for the first time. In 1997, around 260 people and their hounds Reached the Beach.

Despite concerns that the availability of accommodations would limit the growth of the event, it doubled again in 1998. People stayed at the Atlantic Oceanside Motel, Atlantic Oceanside Suites, Adams Oceanfront Motel, the Sea Estas I, II, and III, Southwinds, Sand Palace, Bellbouv Inn, Rehoboth Inn, Atlantic Sands, Atlantic View, Atlantic Budget Inn, private rentals, and the local campground. About 600 people and their greyhounds attended in 1998.

Through 1999, Greyhounds Reach the Beach doubled in size annually and became a national phenomenon. The Greyhound Project, Inc., agreed to take over coordination of the weekend. The reputation of the event convinced more local motels, bed and breakfasts, and private rentals to extend their hospitality to the dogs.

From 2000 to 2004, the growth continued but at a more moderate pace. Attendance leveled off in 2005 and is expected to remain around the same -- 3,000 hounds -- in 2007, the event's 13th anniversary. The event has attracted international supporters from Australia, Canada, England, Ireland, Spain, and Wales.

Greyhounds Reach the Beach Sunday Brunch speakers:

2007: Patricia Roberts, president of GPA/EI Paso Lone Star Greyhounds, on her role in rescuing greyhounds from the failing Juarez, Mexico, track. Mary Ellen Carlow from the Morris Animal Foundation on Morris's Canine Cancer Campaign and advances in canine health.

2006: Luellen Leonard, a coastal Mississippi resident during Hurricane Katrina, on disaster preparedness. Dr. Patricia Olson from the Morris Animal Foundation on advances in treating canine cancer.

2005: Karen Keelan, former executive vice president of the recently closed Plainfield Greyhound Park in Connecticut

2004: Bridget Lichtinger, president of the Greyhound Walking Club of Central New York and the Greyhound Hope Connection

2003: In keeping with the theme "Celebrating 20 Years of Greyhound Adoption," Greyhound Project president Joan Belle Isle reviews the past 20 years and presents awards to 10 pioneers for making a difference in greyhound adoption

2002: Betty White, president emeritus of the Morris Animal Foundation

2001: Marion Fitzgibbon, president of the Irish SPCA

2000: Steven W. Dow, DVM, PhD, DACVIM, lead researcher on a canine cancer study at Colorado State University and member of the Morris Animal Foundation's Scientific Advisory Board

1999: Lynda Adame, moderator of the Greyhound Discussion List

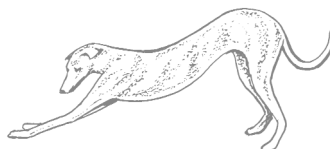
1998: Cynthia Branigan, author of *Adopting the Racing Greyhound*

1997: Jacque Schultz, director of the Greyhound Rescue Fund at the ASPCA

1996: Joan Belle Isle, president of The Greyhound Project

1995: Paul Byther, greyhound breeder and trainer

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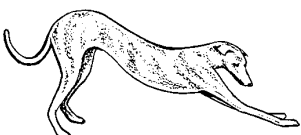
<http://greyhound.com/DeweyPress>

Greyhounds Reach the Beach General Info

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The Greyhound Project

■ Mission

The mission of The Greyhound Project, Inc. is to promote the welfare and adoption of greyhounds by providing support and information to adoption organizations, adopters, and the public.

■ Background

The Greyhound Project is a non-profit organization that was formed in 1993 by a group of greyhound adopters in Massachusetts who wanted to make a contribution to the welfare of former racing greyhounds. The information below explains who we are and what we do.

■ The Celebrating Greyhounds calendars

The organization created the Celebrating Greyhounds calendar as a way of providing a fund-raising product to adoption groups. The calendar features adopted greyhounds from around the country and a directory of greyhound adoption groups. Most calendars are sold through adoption groups, and all proceeds from the calendar benefit greyhound adoption groups and greyhound placement. The 2008 calendar is the 15th calendar published by The Greyhound Project. The Project also began publishing a desk calendar in 2003.

■ The Adoption Resource Directory

When The Greyhound Project launched, it was unclear how many adoption groups existed around the country. A number of resources listed groups, but none were all-inclusive.

Putting all of the information together in one place proved to be a useful tool for supporting adoption efforts. The information in the Directory has been instrumental in organizing large-scale relocation of surplus dogs from closed tracks throughout the country and continues to be used to arrange outlets for excess greyhounds.

The Directory currently lists more than 300 adoption groups.

■ Adopt-a-Greyhound Web site

In 1996, the Adoption Resource Directory went online with the launching of the Adopt-a-Greyhound Web site. The site includes information on greyhounds and greyhound adoption published by The Greyhound Project and others, adoption referral information, and links to greyhound welfare organizations around the world. It is a vast source of material about the dogs for both potential adopters and adoption groups and has accumulated many awards. The site can be found at adopt-a-greyhound.org.

■ Celebrating Greyhounds Magazine

Celebrating Greyhounds Magazine was created in 1996 to augment The Greyhound Project's bi-monthly free newsletter, *Speaking of Greyhounds*, published between 1994 and 1998 and distributed free to adoption volunteers. So many adopters also wanted the newsletter that *Celebrating Greyhounds Magazine* was created to fill the void for those who had no other publication to turn to. The main purpose of the magazine is to provide information about greyhounds as a breed as well as to benefit greyhounds and the people who work in adoption. *Celebrating Greyhounds Magazine* currently has a paid distribution of over 5,000 with subscribers in all 50 states as well as Canada, England, France, Germany, Australia, and Hong Kong.

Celebrating Greyhounds Magazine is informative and entertaining. It publishes helpful, serious as well as lighthearted articles for people living with greyhounds. Topics range from activities, adoption and rescue, caring for healthy and special-needs dogs, fundraising ideas, medical information, to stories about courageous greyhounds, cartoons and humor, book reviews, and even information about famous greyhounds.

The Dog Writers Association of America (DWAA) honored *Celebrating Greyhounds Magazine* as the winner of the Maxwell Award for Best Single Breed Magazine in the DWAA 2006 Annual Writing Competition. *Celebrating Greyhounds Magazine* also won the award for Best Single Breed Magazine in 2005, 2003, 2002, 2001, and 2000, and was a finalist in 2004 and 1999. In 2005, the DWAA also selected *Celebrating Greyhounds Magazine* as the recipient of the Pro Plan Presidents Award, which is given to the award winner judged to be the “best in show” of the award winners in the 54 regular categories in the competition.

■ **Adopt-a-Greyhound Airport Advertising Campaign**

With the help of major airport advertising companies, adoption groups, and individual contributors, a greyhound adoption promotional campaign with an initial market value of over \$1.5 million a year was launched in 1998. Airport advertising companies donated 150 displays at 60 airports throughout the country for promoting greyhound adoption. The displays were designed in collaboration with representatives of the greyhound adoption community and produced by TKO Visual Communications.

In 2001, The Greyhound Project renewed the campaign with a donation of \$10,000 and secured additional donations and grants totaling \$23,500 from the ASPCA and PetsMart Charities, resulting in more than 200 new displays, some of which can still be seen at major airports in the United States.

■ **Canine Cancer Research Funds**

In the Spring of 1998, The Greyhound Project established a matching fund with the Morris Animal Foundation for the support of studies into canine cancer. The Greyhound Project committed to match designated contributions in varying amounts up to \$4,500 annually from 1998 through 2006. By May 2006, the Fund had raised more than \$230,000 and was honored as an “Unsung Hero” by the Morris Animal Foundation. Information on the results of studies funded through the Morris Animal Foundation is made available to adoption groups and adopters through *Celebrating Greyhounds Magazine*.

In 2006, The Greyhound Project established another matching funds program to benefit the Greyhound Health and Wellness Program at The Ohio State University. In its first six months, the fund generated more than \$6,000.

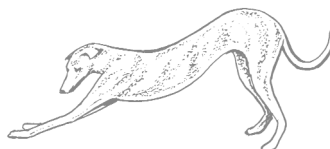
■ **Greyhounds Reach the Beach**

In 1999 The Greyhound Project assumed the coordination of the annual Greyhounds Reach the Beach gathering of adopted greyhounds in Dewey Beach, Delaware. The three-day event attracts greyhound owners and their dogs from around the world and features informal seminars, activities, and speakers. Although the primary purpose of the event is social, it has become an opportunity for adoption groups and active volunteers to network, exchange information, and develop contacts to help in placing greyhounds.

First begun with 65 greyhounds in 1995, attendance at the event doubled each year for the first five years, saw more moderate growth the next five years, and finally leveled out at about 3,000 greyhounds in 2005.

For more information on The Greyhound Project, Inc., contact Sarah Norton, vice president, at 617-774-0230 (sarah@adopt-a-greyhound.org).

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Greyhounds Reach the Beach

c/o The Greyhound Project, Inc.
P.O. Box 5239
Framingham, MA 01701

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Celebrating Greyhounds: The Magazine

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advertising@adopt-a-greyhound.org

Celebrating Greyhounds Desk and Wall Calendars

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Greyhounds Reach the Beach Press Relations

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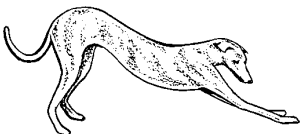
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Community Outreach

■ Since 2002, volunteer Joanna Wolfe has organized a community outreach program for the days leading up to Greyhounds Reach the Beach. Once again this year, many volunteers and dogs will visit senior centers, assisted living facilities, and schools.

NOTE: This is the 2006 schedule.

The 2007 schedule will be posted on the press Web site in September.

■ Thursday, October 5, 2006

11 a.m.-1 p.m.
Seaside Pointe Assisted Living
100 Seaside Boulevard
Rehoboth Beach, DE 19971
Contact: Tommy Davis
302-226-8750

■ Friday, October 6, 2006

9-11:30 a.m.
Rehoboth Elementary School (K-6)
Stockley Street
Rehoboth Beach, DE 19971
Contact: Mike Dmitchik
302-227-3068

10-11 a.m.
Lewes Senior Center
310 Nassau Park Road
Lewes, DE 19958
Contact: Cheryl Moore
302-645-9293

10:30-11:30 a.m.
Harbor Lights Center
34211 Woods Edge Drive
Lewes, DE 19958
Contact: Nancy Dodd
302-645-9239

1-2 p.m.
Lewes Convalescent Center
440 Market Street
Lewes, DE 19958
Contact: Nancy Sites
302-645-3030

2-3 p.m.
Harbor Healthcare & Rehabilitation Center
301 Oceanview Boulevard
Lewes, DE 19958
Contact: Olive Ward
302-645-4664, x238

Rev. 10/2/06



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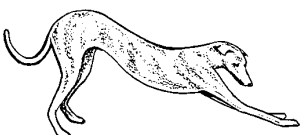
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As seen in . . .

Each year dozens of publications and broadcasters take interest in this family-friendly event. A selection of the better-known names:

- Dog Fancy magazine (10/06, 1/05)
- The Washington Post (10/3/04, 9/29/00, and 10/21/99)
- CNN Headline News (multiple stations, 10/16/03)
- WHYY-TV (PBS) in Philadelphia ("Delaware Today," 10/11/03)
- Associated Press (multiple publications, 9/29/03)
- AP Radio (multiple stations, 9/03)
- The Philadelphia Inquirer (10/15/02)
- Knight-Ridder Wire (10/02)
- Dog & Kennel Magazine (10/01)
- Reuters Wire (10/00)
- Plus dozens of other publications and radio and television broadcasters