



## Paws & Schnauze

### LONG BEACH SET TO HOST UNIQUE PET FESTIVAL ON SAT., OCT. 29, 2016

LONG BEACH, California – Team MKM, a Southern California-based promoter of unique lifestyle events introduces its latest property, Paws & Schnauze, a spectacular ocean-front pet festival on Saturday, October 29 at Long Beach's Shoreline Aquatic Park from 10am to 5pm. Paws' family friendly atmosphere features hourly demonstrations in the PAWformance Arena, the Fido Fun Walk-Parade, rescue & adoption groups, dozens of interactive exhibits, DOGtober canine costume contest, craft beer & wine garden, live bands and gourmet food trucks. Detailed information is available at [www.pawsandschnauze.com](http://www.pawsandschnauze.com).



Against the backdrop of the iconic Queen Mary and surrounded by the glistening Pacific Ocean, Paws & Schnauze is staged on a spectacular 12.3 acre peninsula also known as Lighthouse Park located near the Aquarium of the Pacific. The festival features dozens of interactive exhibits, canine and feline clubs, featured rescue and adoption groups, a cool-down lounge for pets and humans alike and the Dog Gone scavenger hunt for younger attendees.

Along with displays of the latest pet products and touch tanks, several diverse canine breeds will be showcased throughout the park.



Perhaps Paws & Schnauze grandest attraction is the Fido Fun Walk-Parade around the park, culminating at the base of its famed lighthouse. Led by Ambassador Wolf Damu from Project Wildsong and the Mutt Cuts van, the ocean-front walk is anticipated to feature mini-bands, equestrian teams, Police K9 units and canine clubs. Participants (humans and canines) are encouraged to dress in Halloween costumes. Formal entrants receive priority positioning, souvenir bib, finisher's medal and a goody bag filled with "treats".



Not to be outdone, attendees also will be treated to hourly demonstrations in the PAWformance Arena including a Police K-9 exhibition, dog agility & stunt exhibition, canine training and more. The grand finale will feature the DOGtober Canine Costume Contest with prizes for the winning human and dog. Taste of Brews' is sponsoring a park-wide beer and wine garden featuring local craft brews, hard ciders and delicious wines; all priced at \$5.

Gourmet food trucks will offer reasonably priced meals and snacks, and novelty food vendors showcase kettle corn, shaved ice, lemonade and other snacks for attendees.

Paws & Schnauze features live entertainment (bands, face painting, etc.), games and more. Leashed and vaccinated "friendly" dogs are welcome; absolutely no unleashed or aggressive dogs are allowed. Tickets for Paws & Schnauze include affordably priced packages for families and individuals, along with an all-inclusive VIP option. Parking is available nearby in the Pike Parking Structure. Proceeds benefit our rescue and adoption charity partners. To inquire about vendor booths, sponsorship or general information, please contact [bigdog@pawsandschnauze.com](mailto:bigdog@pawsandschnauze.com) or call (714) 375-2188.

(more)

“We’re excited to introduce a new concept in interactive pet festivals,” said Mary Doherty, Paws’ event director and Team MKM principle. “Our love of rescue dogs and cats along with Team MKM’s tremendous experience in special event production complement each other well and will yield an amazing pet festival experience.”

Fans can follow along at Facebook: <https://www.facebook.com/pawsandschnauze/>

Instagram: <https://www.instagram.com/pawsandschnauze/>

Twitter: <https://twitter.com/pawsandschnauze>

Pinterest: <https://www.pinterest.com/pawsandschnauze/>

### **About Team MKM**

Team MKM is a boutique marketing and special event production firm based in Surf City USA. With roots deep in the southern California lifestyle, MKM’s event properties include Hello Kitty Boardfest, the original all-girl action sports and empowerment festival, Taste of Brews, the West Coast’s premier craft beer tasting festival, Purple Revolver retro music & lifestyle festival, Twilight Tasting, Long Beach Oktoberfest and the all-new Paws & Schnauze pet festival. Historical retainer clients include the U.S. Open of Surfing, Surf City USA Marathon, Tour of Long Beach, Surfers’ Hall of Fame, Huntington Surf & Sport and the Olympic Winter Games. Charity partners and beneficiaries include Make-A-Wish OC/IE, Habitat for Humanity Riverside, Miller Children’s Hospital, Long Beach Marine Institute and Ocean Education Outreach. Please visit [www.teammkm.com](http://www.teammkm.com) for more information.

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