



July 7, 2010

For Immediate Release

Thursday, July 15

## Fido Does Ferndale Features Doggone Good Fun!

**Ferndale, MI** – Downtown Ferndale will bow wow to human's best friend when Fido Does Ferndale inspires an evening of doggone good fun this Third Thursday, July 15. The third annual dog-friendly shop and play occasion runs from 5 to 9 pm and features special events for canines and their humans at locations throughout the downtown.

Event chairperson Katie Rife has assembled an evening of activity that includes fund raising for Ferndale's new animal shelter Waggs & Wishes, as well as an opportunity to peruse the latest in dog product – from dog wear to grooming needs to training gear. Pet phoDOgraphy, pet massage and pet psychic readings are among the many unique offerings brought in by Fido's 30+ vendors. Waggs & Wishes will also be on site with animals currently up for adoption.

At Schiffer Park, the Main Stage, provided by Oakland County Parks & Recreation, will feature musical performances, dog games and tricks and short informational sessions such as "Ask the Trainer" throughout the evening.

Fido Does Ferndale highlights include:

- The Pooch Parade along the sidewalks of West Nine Mile at 6 pm.
- The K-9 Treasure Hunt featuring fabulous dog goodies at 20 downtown merchants, 7-9 pm.
- Open Mutt Mic – Share a reading about your pooch at AJ's Café, all evening.
- Personal appearance by 106.7 radio personality and known animal-lover Lisa Lisa, 6-8 pm at Schiffer Park.

There is no charge to participate in Fido Does Ferndale but there are several fund raising activities to raise money for Waggs & Wishes. For example, "Spot" is a chance for kids to be involved when they purchase a "spot" for a \$1, color it to their liking and post it on the giant dog painted on the window of Elegance by Design.

Major sponsors of Fido Does Ferndale include MI Mobile Pet Care, Pet Supplies "Plus" Royal Oak, Little Friends of Ferndale Veterinary Care, Essential Massage Therapy, Troy Veterinary Hospital, Buffalo Wild Wings, Bagger Dave's and Scrubbers Self Serve Dog Wash & Grooming.

Fido Does Ferndale is presented by the Ferndale Downtown Development Authority, the 2010 recipient of the Great American Main Street Award presented by the National Trust for Historic Preservation. The Downtown Ferndale business district includes nearly 400 businesses, situated around the iconic Woodward and Nine Mile intersection. For more information on the DDA, please visit its website at [www.downtownferndale.com](http://www.downtownferndale.com) or call 248-546-1632.

For Fido-specific information please visit Fido Does Ferndale.com or check out Fido Does Ferndale on facebook.

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