

## **Third Annual “Poodle Day” Set for September**

*Poodles and Poodle Mixes Gather for a Fun Day Benefitting NorCal Poodle Rescue*

**CARMEL, CALIF. — September 29, 2012** — A group of poodle enthusiasts announced the third annual Poodle Day, an annual event in Carmel, California, that unites poodle and poodle mix owners and lovers — and their furry companions — for a day filled with dog events and fun. In 2011, Poodle Day became the second largest poodle event in the United States and the fourth largest in the world according to Poodle Variety magazine.

Proceeds from Poodle Day benefit NorCal Poodle Rescue, which has been a haven for poodles and poodle mixes in need in Northern California and Southern Oregon for 28 years. NorCal’s philosophy is to help the dogs while also enriching the lives of the people who adopt them.

Poodle Day consists of 3 events including a parade for dogs and their human companions starting 9 am and a fashion show presentation by Pet Food Express and Ericka Engelman Couture at The Crossroads in Carmel. Fees for 1 dog \$20, 2 dogs, \$30, 3 dogs \$40 and 4 dogs \$50. Free organized play at Carmel Beach from 1:30 to 3 pmm. Later cocktail parties where the dogs can lounge in style as their human companions gather for drinks, hors d’oeuvres, and conversation from 4 to 6 pm cost \$31.

“To me, Carmel is a poodle town,” says Sue, the event’s organizer. “And because it’s such a great town and dogs can go almost everywhere, I thought it would be nice if we had just one day for poodles and poodle mixes where the whole day focused around the actual breed but wasn’t a show — just a fun day.”

**For more information:**

([events@poodleday.com](mailto:events@poodleday.com)) or Poodle Day, Post Office Box 3571, Carmel, CA 93921

**For more information on Poodle Day:**

<http://poodleday.com>

**For more information on NorCal Poodle Rescue:**

<http://www.norcalpoodlerescue.net>