



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

July 21, 2010

**** MEDIA ADVISORY / PHOTO OPPORTUNITY ****

Oakland A's Dog Day at the Park Set for Friday

Event Features Pre-Game "Pup Rally" and "Pup Parade" for A's Fans and their Dogs

WHAT:

A's Dog Day at the Park, presented by AvoDerm Natural

The A's fifth annual Dog Day at the Park is set for Friday, July 23 as the A's host the Chicago White Sox at 7:05 pm. Fans who pre-purchased tickets to this event are invited to bring their dog to the pre-game "Pup Rally" and "Pup Parade," before enjoying the game from the dog-friendly Plaza Reserve section of the Coliseum.

The "Pup Rally" will be staged in the North K parking lot from 5:30-6:15 pm and will feature pet contests such as best dressed big dog, best dressed small dog, best dressed A's dog, best dog trick and dog that looks most like its owner. Immediately following the "Pup Rally," A's fans and their canines will parade around the warning track of the field. Princess Abby, winner of the 2010 World's Ugliest Dog Contest, will be on hand to make an appearance at the "Pup Rally" and lead the "Pup Parade."

In addition, each dog in attendance will receive an A's bandana and a goody bag of dog product samples, courtesy of AvoDerm Natural.

BENEFICIARY:

A portion of the proceeds from A's Dog Day at the Park will benefit Dogs4Diabetics, a non-profit organization that trains medical-alert service dogs to detect hypoglycemia (low blood glucose) in humans and alert their partner or other family member of the situation.

WHEN:

Friday, July 23

5:30-6:15 pm — Pre-Game "Pup Rally"
6:20-6:35 pm — Pre-Game "Pup Parade"
7:05 pm — A's vs. White Sox

WHERE:

Oakland-Alameda County Coliseum
7000 Coliseum Way
Oakland, CA 94621

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