



Media Contact: Judy Weigle, 760.323.1156

2<sup>nd</sup> ANNUAL BOW-WOW HUKILAU TO SET RECORD on FUN and PROFIT

**August 11, 2004, Palm Springs, CA** – The Bow-Wow Hukilau, a fundraiser for Save-A-Pet and Guide Dogs of the Desert, will be back at Caliente tropics Resort on Thursday, Sept. 9, from 6:30-8:30pm. Tickets are \$25. It's the only animal charity event that invites pets to attend with their owners. PETSMART has joined as a presenting sponsor.

"We let the people go to the dogs, so to speak," says event coordinator, Judy Weigle. "When I was hired to create unusual public relations and marketing efforts for this retro classic 60s motor hotel, I made it our goal to do everything in reverse order – kind of a retro approach in marketing to go with the retro hotel. We twist all our ideas so that we stay competitive and different than everyone else."

The Polynesian Water Torture Ceremony will again serve as the silent auction, with the highest bidder on each celebrity victim receiving the opportunity to throw that person in the pool, the third largest in Palm Springs. Our eager charity victims will be Palm Springs Mayor Ron Oden, *Bottom Line* society columnist Barbara Wisbey, Yellow Brick Road personality Dana Adkins, La Jolla radio talk show host and fitness queen Kita Johnson of KitaFit Inc., CBS, and Valerie Katz from EZ-103. Last year the event raised \$6,500 in just this portion of the event. Overall the event raised \$9,600.

Beautiful Joey English, the most amazing MC of all time, returns to guide us through the event with lots of laughter and charm.

CBS TV2 and EZ-103 are the media sponsors.

We have two animal communicators this year, Rev. Cathy from Palm Springs, and Paula Brown from San Diego, who will help figure out what your pets are thinking about *you*, while assisting Save-A-Pet in the adoptions of their animals on site with interested new parents.

Marcel, the monkey from *Friends* will be inducted to the Pet Star Walk of Fame. Marcel was Ross Geller's pet; Ross Geller was played by David Schwimmer.

Haleiwa Joe's Hawaiian Seafood Grill will provide scrumptious island treats.

Advance tickets are available. \$25 for adults; free for children 12 and under. Call 760.327.1391. Caliente tropics Resort is located at 411 E. Palm Canyon Drive.

Eleven Eleven Tahquitz Canyon Way • Suite 121 • Palm Springs, CA 92262  
760.323.1156 • FX 760.323.1196 • [Judi@JudiM.com](mailto:Judi@JudiM.com)