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## **FOR IMMEDIATE RELEASE**

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### **BOW WOW FILM FESTIVAL COMES TO THE PRUNERYARD ON SUNDAY TO CELEBRATE ALL-THINGS DOG!**

*Family-Friendly Event and Fundraiser Helps Silicon Valley Pet Project Continue its  
Life-Saving Work of Pet Rescue, Care, Foster, and Adoption*

**SAN JOSE, CA** – Silicon Valley Pet Project (SVPP) is inviting all dog lovers for a day of celebration and cinema. SVPP, along with sponsors 94.5 Bay FM and Mix 106 FM, is pleased to announce the Bow Wow Film Festival on June 9, 2019 at the Pruneyard Cinemas in Campbell.

The event begins with a pooch-focused, family-friendly celebration from 12:00 p.m. to 5:00 p.m. in the courtyard outside of the cinema. It will include celebrity dog appearances, prize raffles, and contests and giveaways from 94.5 Bay FM and Mix 106 FM. Local vendors will provide demonstrations, product samples, coupons, and helpful tips. Dogs are invited to attend this part of the day's festivities.

The feature film will show from 6:00 p.m. to 7:30 p.m. It is a collection of award-winning, funny, and moving shorts crafted by storytellers, animators and artists. For this year's festival, Bow Wow includes the return of the light-hearted *Ask Frank - Advice for Dogs*, the moving story of Stacy's Cute Rescue Dog that is set in Arkansas, and the story of how a Montana-based organization is helping to catch poachers in the wilds of Africa.

Throughout the day, participants can enjoy Yappy Hour in the Cinema's Cedar Room, featuring "Tito's for Dog People" cocktails.

"We are thrilled to bring this fun event to the community," said Melissa Lisbon, SVPP president. "We want to thank all of our sponsors and vendors for their amazing support — especially Pruneyard Cinemas and the Pruneyard. This film festival allows us to celebrate something we have in common — our love for dogs and animals, and admiration for people who make a difference in their lives."

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The outdoor celebration is free. Film tickets are \$20 and can be purchased [here](https://pruneyardcinemas.com) (<https://pruneyardcinemas.com>) or at the door. A portion of the ticket proceeds will go to Silicon Valley Pet Project to help the organization continue its life-saving work of providing rescue, medical care, foster, and adoption for at-risk pets from the San Jose Animal Care Center. Since its inception in 2015, SVPP has rescued more than 1,050 dogs and cats.

The Bow Wow Film Festival is a Colorado-based, traveling film festival that, through its collection of short films, celebrates, educates and inspires communities across the country. Bow Wow collaborates with animal welfare organizations such as pet food pantries, humane societies, rescue groups, and service dog organizations to raise money and awareness for these hosting nonprofits. In four years of touring, Bow Wow has co-hosted more than 100 shows and raised more than \$225,000 for animal welfare groups. This is SVPP's first year of hosting the event.

Vendor participants, sponsors and supporting organizations include Trupanion Pet Insurance, Sage Veterinary Centers, VCA Los Gatos, Lawrence Flooring and Interiors, Pet Food Express, Blingy Sips, The Pawzitive Company, A Healing Spirit, Lucy's Barkery, Little Bits of Love, the San Jose Police Department, American HVAC, SJ Ice Cream Run, and Opulenza Designs.

For more information, go to the [Silicon Valley Pet Project website](https://www.svpetchproject.org) (<https://www.svpetchproject.org>) or write [info@svpetproject.org](mailto:info@svpetproject.org). For tickets, go to the Pruneyard Cinemas website (<https://pruneyardcinemas.com>).

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