



## Greyhounds Reach the Beach

c/o The Greyhound Project, Inc.  
P.O. Box 5239  
Framingham, MA 01701

The Greyhound Project, Inc., is a non-profit organization dedicated to providing information about greyhounds and to promoting their adoption as pets through its publications and other activities including the adopt-a-greyhound site on the Internet at <http://adopt-a-greyhound.org>.

### Celebrating Greyhounds: The Magazine

editor@adopt-a-greyhound.org  
subscriptions@adopt-a-greyhound.org  
advertising@adopt-a-greyhound.org

### Celebrating Greyhounds Desk and Wall Calendars

admin@adopt-a-greyhound.org

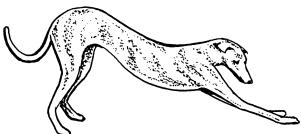
### Greyhounds Reach the Beach Press Relations

sarah@adopt-a-greyhound.org  
617-774-0230  
<http://greyhound.com/DeweyPress>

### Greyhounds Reach the Beach General Info

dewey@adopt-a-greyhound.org  
<http://adopt-a-greyhound.org/dewey>

We are volunteers and appreciate your patience



*Organizers expect 2,000*

*Greyhounds to Reach Dewey Beach, Delaware, October 10-12, 2008*

# Press kit contents

- A** **Press release.** The who, what, where, when, and why.
- B** **Activity schedule and map.** The weekend includes speakers, seminars, celebrations, and shopping.
- C** **True or false.** A reader quiz correcting common misinformation about the breed. Includes contact information for potential adopters.
- D** **Press contacts.** The Greyhounds Reach the Beach Press Relations Committee is available to answer questions, schedule interviews, and provide photos.
- E** **History.** How did the event snowball from a few friends meeting at the beach in 1995 to an international attraction? Includes a list of past brunch speakers.
- F** **The Greyhound Project.** Coordinating Greyhounds Reach the Beach is just one of The Greyhound Project's adoption awareness efforts.
- G** **Community outreach.** Volunteers will meet with locals at a variety of venues to talk about greyhounds and introduce a few in person.
- H** **As seen in . . .** From serious feature stories to travel sections to local color pieces, here is some of the media coverage this event has generated
- I** **November 2007 attendee survey. . .** A recent survey of event attendees received an 83% response rate.