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Boston's Second Annual Divas Unleashed Pet Parade and Contest to Benefit the MSPCA

Boston, MA - Ghoulish pups and decked-out mutts will strut their stuff at the **Second Annual Divas Unleashed Halloween Parade and Contest on Sunday, October 29, 2006**. The event is presented by a partnership of DoggieDay, the South End Open Market and the Pet Shop Girls with proceeds going to the MSPCA Animal Care and Adoption Center in Boston. The goal this year is to raise \$25,000.00 for the MSPCA!

Parade 'Check-in' is from 10:00am - 12:00 p.m. at the DoggieDay Play Center, located at 400 Tremont Street in Boston's South End. The parade officially starts at 12:00 noon and ends at the South End Open Market at 540 Harrison Ave, in the Sowa District. Once all participants have arrived at the Market, three finalists will be chosen in each category by a panel of celebrity judges for Most Original Costume, Best Dressed Couple (dog and guardian) and Most Outrageous Costume. Prizes will be given to the top three in each category.

The event is guaranteed to be fun and entertaining, with Randy Price from WHDH 7, as Emcee and Erin O'Malley from MIX 98.5 as Grand Diva (with her dog, Casey). The Salem High School marching band (97 members) will lead the parade through the South End. As a special treat, scouts from The Late Show with David Letterman Stupid Pet Tricks will be on-hand to audition for appearances on the show. In addition, Ruff Ruffman from FETCH on PBS will be a guest in the parade. The Mix 98.5 Street Team with music, games, prizes will add to the carnivale atmosphere at the Market. Free parking will be available in the vicinity of the South End Open Market on Harrison Ave.

Participants are encouraged to pre-register on-line: at <http://www.doggieday.com/halloween> or purchase tickets at the MSPCA Animal Care and Adoption Center in Boston, DoggieDay Play Center, The Pet Shop Girls or the South End Open Market. The donation for registration is \$25 per pet. Only registered pets and their owners will be eligible for contests and prizes.

This parade promises to be bigger and better than last year. "The South End truly is the 'Dogpatch' of Boston, and its only fitting that this parade celebrates that status being held here," said Lou Whitney, a partner in both DoggieDay and The Pet Shop Girls.

"There's no better way for us to observe the end of our Open Market season than by raising money for such a great cause as the MSPCA and hosting such a fun event," said Chris Masci of the South End Open Market.

The mission of the Massachusetts Society for the Prevention of Cruelty to Animals is to protect animals,

relieve their suffering, advance their health and welfare, prevent cruelty and work for a just and compassionate society. The seven MSPCA animal care and adoption centers take in and adopt out thousands of homeless and unwanted animals every year.

For more information, visit <http://www.doggieday.com/halloween>.