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**UNLEASH THE
BEACH**

Press Release

SANTA MONICA RESIDENTS PLAN MARCH AND RALLY FOR A DOG ZONE ON THE BEACH

Santa Monica, CA, JULY 12, 2004: Grass-roots community action organization Unleash the Beach, which advocates establishing a supervised off-leash area for dogs and their guardians on a small stretch of Santa Monica Beach, will hold a rally on Saturday, July 31, 2004 to increase public awareness about the benefits of this proposal to the community.

The rally will commence at 10 A.M. as the group invites supporters to gather on the walkway beneath Santa Monica Pier. Participants are requested *not* to bring their dogs but instead to carry empty leashes, cardboard cutouts, tee-shirt drawings, stuffed animals, or *papier maché* likenesses of their pets. Any interested members of the public are welcomed to join the fun.

After congregating under the pier, the group will march north to the proposed site of the off-leash area, between Lifeguard Stands 11 and 12, which is located near one of the Perry's stands and north of the Arizona pedestrian overpass.

When the group is at the site, Santa Monica City Council members and candidates, as well as local celebrities, will be invited to speak. Refreshments will be provided by generous commercial sponsors who support the cause.

For more information, e-mail info@unleashthebeach.org. More information on the group and its animal-advocacy issues can be found online at www.unleashthebeach.org.

For Immediate Release