

# DOG DAYS OF SCUGOG

## *Durham's Largest Dog Festival!*

Scugog Shores Museum Village ~ Port Perry, Ontario



### 18<sup>th</sup> Annual Dog Days of Scugog

Dog Days of Scugog is the largest fundraising event for the Scugog Shores Museums, and Durham Region's largest dog festival. Dog Days will be held at the historic Scugog Shores Museum Village on Saturday, July 18 and Sunday, July 19. The event runs from 9 am to 4 pm both days. A fun-filled day for dogs and their whole family, we are expecting more than 1,500 dogs, their owners and interested spectators to join in the weekend-long fun. Dog Days aims to promote the proper training and care of dogs, and to celebrate the joy of sharing our lives with our canine friends. Our target market for Dog Days is families with children, and women between the ages of 25 – 60.

### **Highlights of the 2020 Dog Days of Scugog, full list TBC**

- WoofJocks Canine All Stars Performance Team, 2 performances each day
- Dog Lovers Days Lure Course, on-going each day
- Scugog Disc Dog, Distance & Freestyle Competitions, on-going each day
- Wiener Dog Races by Canadian Dachshund Rescue Ontario, scheduled throughout both days
- Doggie fashion shows
- Free public contest with ribbons and prizes
- Parade of breeds
- Vendor's market
- Breeders' exhibit
- Children's crafts, BBQ, face painting and more

Admission is \$7 for adults, \$5 for students/seniors and \$2 for children 5-12 years. Children 4 and under are free. Family weekend passes are available for \$20 (includes 2 adults and unlimited children 12 & under).

The Scugog Shores Museum Village is located at 16210 Island Rd., one kilometre north of Hwy. 7A, east of Port Perry.

### **Marketing Plan:**

The Dog Days of Scugog is pleased to announce that the Port Perry Star ([www.durhamregion.com](http://www.durhamregion.com)) will once again partner with us as our media sponsor. They will be providing the following pre-event coverage.

- ¼ page colour advertisements in the following Durham and Northumberland papers prior to the event: Oshawa, Whitby, Clarington, Ajax, Pickering, Uxbridge, Port Perry, Port Hope, Cobourg, and Brighton.
- 1 full page advertisement in the Port Perry Star.
- Write-up and photographs in Discover Scugog magazine



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### **Other promotional targets:**

- Press releases sent out to print, radio, television and web-based media outlets across Durham Region, Kawartha Lakes, York Region and the GTA.
- Full-colour promotional bookmark will be distributed at Woofstock and pet-based businesses throughout the Durham Region.
- ½ page colour write-up in Exploring Port Perry publication
- Full-colour posters will be distributed throughout the Durham Region, with a focus on pet-based businesses.
- Pre-event advertising on Magic 96.7 FM
- KX 96 and BOB FM event cruisers will be broadcasting live from the event.
- All registered vendors will be provided with links on the Museum Dog Days web page.

### **What do our past participants think about the Dog Days of Scugog?**

- “We appreciate the helpful, friendly manner of the staff. Great Dane Rescue has always been happy with our location, it allows us to show our merchandise and still have room for our dogs. Visiting the vendors is always fun, there is a good array of booths and we can always find ways of spending our money. Mostly we love that this show is in the country, out in the open air.” – Wendy Watson, Great Dane Rescue Inc.
- “The Museum is a wonderful host, with plenty of free parking, lots of grassy areas for the dogs as well as cool vendors for everyone to visit. The two day event is always jam-packed full of fun contests, competitions and demos as well as great shopping!” – Erin Braybrook, past president of Ontario Dock Dogs
- “I feel that Dog Day of Scugog is a “great hands on” weekend. Dogs and their owners can enjoy and learn about different dog events, training and organizations that deal with dogs. Something for everyone a great family day for dog lovers” – Joan Reid, Canadian Association of Rally Obedience.
- “Dog Days of Scugog is one of Ontario’s only festivals that truly celebrates our lives with our canine companions in all its many facets. From humorous competitions such as “I look like my dog” to serious disc and dog diving competitions to dog fashion shows, this festival is just plain fun for you and your dog” – Paula Bund, past member of the Dog Days Organizing Committee and owner of two large Golden Doodles.
- “The booth attracts many dog lovers who enjoy chatting about their canine partners. My volunteers also have as much fun spending time on the booth. They like to walk around after their shift and see everything else that is going on and being able to participate in the activities. Many of them use the opportunity to purchase the great pet things on sale. – Sylvia Stringer, St. John’s Therapy Dogs.

### **Fast Facts:**

- Dog Days is the largest event hosted by the Scugog Shores Museum. Since 2003 over 20,000 people and dogs have experienced the Dog Days of Scugog and over \$100,000 has been raised for the Museum.
- At our 2019 event we had over 40 vendors and exhibitors
- The Port Perry Star has been the media sponsor since Dog Day’s inception in 2003.

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## Background on the Scugog Shores Museums:

The Scugog Shores Museum Village & Archives were established in 1969 by the Lake Scugog Historical Society, a group of volunteers dedicated to preserving local history. The purpose of the Museum is to preserve, protect, enhance, and create public awareness which will serve to illustrate and promote the history and prehistory of the Township of Scugog.

The Scugog Shores Museum Village is located on beautiful Scugog Island, overlooking the town of Port Perry. The Museum grounds are home to 11 restored buildings, including the provincially designated Head Church (c. 1860) and cemetery, and Head School. The Ojibway Heritage Interpretive Land were created in 1998 in partnership with the Mississaugas of Scugog Island First Nation and is Durham Region's only outdoor permanent exhibit focusing on aboriginal history.

## Other Dog Days of Scugog Links

Scugog Shores Museums [www.scugog.ca/museum](http://www.scugog.ca/museum)

WoofJocks Canine All-Star Show <http://www.woofjocks.com>

Scugog Disc Dog <http://www.allcaniandiscdog.com/scugog-disc-dog>

DogLoversDays [www.dogloversdays.com/events.html](http://www.dogloversdays.com/events.html)



## For more information please contact:

Shannon Kelly, Curator

Township of Scugog

Scugog Shores Museum

T: 905-985-8698 x 103/ F: 905-985-2697

E: [museum@scugog.ca](mailto:museum@scugog.ca)

[www.scugog.ca/museum](http://www.scugog.ca/museum)

