

FOR IMMEDIATE RELEASE

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**Promenade at Bonita Bay to Host
Halloween Pet Parade & Costume Contest**

BONITA SPRINGS, Fla. (Sept. XX, 2018) – Promenade at Bonita Bay will be the venue for an upcoming Halloween Pet Parade & Costume Contest on Thursday, October 25th, from 5 p.m. to 7 p.m., throughout the open-air shopping mall (26795-26851 South Bay Drive in Bonita Springs).

Attendees are encouraged to come to the event in costume with their pawed or clawed best friends. The complimentary evening includes:

- Prizes for the 'best kids,' 'best family,' and 'group' costumes
- Trick or treating for kids
- Pet treats and resources
- Live entertainment at The Center Bar, starting at 6 p.m.

The Promenade will also be collecting pet food, blankets, treats and much more for the Gulf Coast Humane Society, a 501(c)(3) nonprofit, no-kill, animal welfare organization. Relying solely on donations, grants, bequests and fundraising events like this one, the Gulf Coast Humane Society offers animal refuge, medical care and adoption services and will, therefore, facilitate on-site pet adoptions during the Halloween Pet Parade & Costume Contest.



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“In addition to over 25 one-of-a-kind shopping and dining destinations at the Promenade, it is a venue that has historically brought Southwest Floridians and visitors together for a common cause,” said Nicole Panio, Marketing & Public Relations Coordinator. “Since Halloween is considered a fun holiday for the entire family, and animals are such a big part of that family, it is only right that we incorporate them into the event in an impactful way. Even if pet adoption is not in the cards for you right now, just supporting these beloved creatures could make all the difference.”

For more information regarding the Halloween Pet Parade & Costume Contest, visit the Promenade on Facebook – @PromenadeAtBonitaBay – or call (239) 949-1573.

About Promenade at Bonita Bay

Located in Bonita Springs, right outside the community of Bonita Bay, the Promenade is home to some of the finest retail stores, unique boutiques, a high-end salon, popular restaurants and entertainment hubs in Southwest Florida. Promenade at Bonita Bay is open Monday through Saturday, 10 a.m. to 8 p.m., and Sunday, noon to 5 p.m. The open-air shopping center, managed by Royal Shell Property Management, is located at 26795 South Bay Drive. Call (239) 949-1573. Online at PromenadeShops.com.

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