



For Immediate Release

**Inaugural Pet-A-Palooza Tampa Bay Event
Presented by Play 98.7 and Verizon**

Tampa, FL- Sunday, March 13th Play 98.7 (WSJT-FM), brings Pet-A-Palooza, presented by Verizon, to Coachman Park in Clearwater. The day is filled with pets, the Animal Based Charities adopt-a-thon alley with over 40 shelters, food, vendors, interactive booths and live music. The performers include *American Idol* winner, Kris Allen, along with Ryan Star and Matt Hires. See below for information on each artist.

Tickets are available at through Ticketmaster or at Coachman Park on the day of show for \$10. For every ticket sold, \$1 will be donated to Animal Based Charities to support their efforts to find every one of our furry friends a happy home. Service-charge free tickets are available at various locations throughout the bay area leading up to the show, all locations are listed at Play987.com/Pet-A-Palooza. Kids 10 and under are free. For ticket information please call 727-579-1925 or go to Play987.com/Pet-A-Palooza.

The inaugural "Pet-a-Palooza" premiered on Saturday, April 15th, 2000 in Las Vegas and attracted over 4,000 pet lovers and 1,500 dogs. It has since grown to attract over 15,000 pet lovers and 3,000-4,000 dogs. Additionally, we have worked with over 40 different animal rescue groups and non-profit organizations to adopt animals and increase the awareness of the rescue causes. Pet-a-Palooza has grown into a national platform across multiple CBS markets.

Animal Based Charities, Inc. is a 501(c)3 not-for-profit organization that supports Tampa Bay animal rescue groups. ABC's mission is to support animal rescue groups with their fundraising efforts, media awareness and adoption event exposure. ABC provides the groups with these tools so they can concentrate on what they do best -- rescue and adoption. You can find more information on Animal Based Charities, Inc. at www.animalbasedcharities.org/

WSJT is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 130 radio stations, the majority of which are in the nation's top 50 markets. CBS RADIO also owns and operates WLLD, WYUU, WRBQ, WQYK FM/AM in Tampa.

Kris Allen

Winner of *American Idol* Season 8

Singles include "Live Like We're Dying" a cover of Kanye West's "Heartless" and "The Truth", featuring Pat Monahan of Train on vocals.

Ryan Star

Contestant on the CBS show *Rock Star: Supernova*.

His single "Start A Fire" was in the top 20 in Billboard's *Adult Pop Songs* in 2010.

Matt Hires

A musician from Tampa, FL, Matt is signed to Atlantic Records and released his album, *Take Us To The Start* in 2009.

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