



Woofstock 90210: A Day of Doggie Diversion

City of Beverly Hills beckons man's best friend for parade, contests, and fun.

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Beverly Hills, Calif., wants to invite well-behaved dogs, Chihuahuas or not, to sniff out the city's first Woofstock 90210 on Sunday, March 15.

All canines are welcome to take part in a day of free activities, so long as they are on leashes. Costumes are welcome, too, for pooches who want to participate in the pet parade and contest.

Jack Riley, voice of Stu Pickles from Rugrats on Nickelodeon, has been tapped as parade emcee. Random prizes include donated gifts from the vendors and the final prizes are tickets for two from JetBlue, LAX to New York. All dogs get a ribbon for participating.

For dogs who are hungry for celebrity fame and fortune, then this might be where they get discovered by producers from Cesar Millan's TV show Dog Whisperer. Animal Talent agency LePAWS also will be on hand throughout the day scouting for the latest dog diva.

Additional activities include a "doggie daredevils" demonstration provided by Muttley Crew-K9 entertainment, an adoption center, face (and paw) painting, as well as food and entertainment throughout the day. Event co-sponsors include the Petco Foundation, JetBlue Airways and Natural Balance Pet Foods.

Woofstock 90210 takes place at Beverly Hills' Roxbury Park – "Wiggly Field" – from 11 a.m. to 4 p.m.