



## Dog Whisperer Takes On the Big Dog Parade

**Grand Marshal Cesar Millan will lead this year's Big Dog Parade in Santa Barbara, Calif.**

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On Saturday, June 7, 2008, Cesar Millan, television's Dog Whisperer, will lead the Santa Barbara Big Dog Parade as Grand Marshal.

State Street, the Santa Barbara thoroughfare that accommodates the parade, will welcome Cesar Millan, dressed-up dogs of all shapes, breeds, and sizes as well as dog owners, fanciers, and fans. Thousands of people come to watch each year, and Big Dog Sportswear officials anticipate Millan's involvement will help grow attendance numbers.

"Cesar's fun loving personality and close connection with dogs and their owners encompasses the spirit of the parade," said David Wolf, senior vice president of marketing for Big Dogs, one of the parade's presenting sponsor companies. "He will add to the fun and excitement of the event and assist our foundation in raising funds for dogs and children in need."

All proceeds generated from the Santa Barbara Dog Parade, which begins at 9:30 a.m., will be donated to the Big Dog Foundation, a nonprofit organization that supports charities that help dogs, children, and dogs who help people.

For more information about the parade, visit [www.bigdogs.com/parade](http://www.bigdogs.com/parade) or call 805-963-8727 x1398.