

Pet Parade/ Bastille Day Sunday Streets in Downtown Berkeley

Key Message for Emails, Newsletters, & Social Media

Pet Parade

Get your pets ready for the second annual [Downtown Berkeley Pet Parade](#), in partnership with [Sunday Streets](#), on July 14th from 12pm to 1:30pm on Shattuck Avenue. Dress up with your family, friends, and your pet pals for a chance to win prizes in the Pet Parade Contest for Best Dressed Pet, Best Dressed Pet & Owner, and Best Pet Group Combo.

Start: Downtown Berkeley Plaza. Sign up is at 11am. Get there early and get some treats and a cool drink. The parade leaves the plaza at 12noon.

End: Durant and Shattuck. Participants will arrive at the Cornerfest stage to announce contest winners and give away prizes. Also, booths from local organizations will also be there, including Berkeley Humane. Pet owners will have the opportunity to walk their pets across the stage for judges; Berkeley Humane Center Executive Director Jeffery Zerwekh, BPD Officer Sgt. Emily Murphy and Master of Ceremonies DBA CEO John Caner.

This event is FREE and open to the public! Well-behaved pets and children are welcome!

Visit downtownberkeley.com/pet-parade for more information and follow our [Facebook page](#) for event updates.

Sunday Streets

On July 14th from 11am – 6pm Downtown Berkeley will be hosting the **7th Annual Sunday Streets** in Downtown Berkeley. The event will feature the **2nd Annual Pet Parade**, a **Family Bastille Day Celebration** as well as Downtown Berkeley's celebration of free live music; **Cornerfest** hosted by Cornerstone Craft Beer & Live Music.

The 7th Annual Sunday Streets event closes Shattuck Ave from University Ave to Durant Ave to auto traffic. This popular Summer time event allows visitors and residents to use the space for bikes, scooters, and other physical and social activities. Everyone from local businesses and community organizations to musicians and artists use the space creatively, engaging the public and providing spontaneity and discovery.

Visit <https://www.downtownberkeley.com/sundaystreetsberkeley/> for more information and follow our [Facebook page](#) for event updates.

Bastille Day

Family Bastille Day Celebration on the Plaza. Start your Sunday Streets afternoon with circus performers and some live music provided by The Mission Hot Club and The Basic Beat. There will be crafts for the kids and wine for the parents.

Social Media

- Pet Parade Hashtags: #BerkeleyPetParade2019
- Pet Parade Facebook Event: [Downtown Berkeley Pet Parade](#)
- Family Bastille Day
- Tag Downtown Berkeley and Sunday Streets when appropriate: @DowntownBerkeley @SundayStreetsBerkeley
- Follow Sunday Streets on [Facebook](#) , [Twitter](#) , and [Instagram](#) and share our content.

Digital, Graphics, Images (attached)

- Pet Parade
- Downtown Sunday Streets 2019
- 11x17 Pet Parade poster
- 11x17 Sunday Streets poster

Sample Social Media Posts

- #BerkeleyPetParade2019 in Downtown Berkeley @SundayStreets2018 on July 14th! Free to join – Register day of! #DowntownBerkeleyRocks
- [Your Organization] is proud to participate in @DowntownBerkeley #BerkeleyPetParade2019 Join us on July 14th, 12PM on the Downtown Berkeley Plaza on Shattuck in Berkeley #OurDowntownBerkeley #BerkeleyPetParade2019 #SundayStreets2019
- We Are Ready for the Best Dress Pet right here! @DowntownBerkeley #BerkeleyPetParade2019 at @SundayStreetsBerkeley
- Best Dressed Pet and Owner right here! We are ready for the @DowntownBerkeley #BerkeleyPetParade2019 at @SundayStreetsBerkeley2019
- Best Pet Combo right here! We are ready for the @DowntownBerkeley #BerkeleyPetParade2019 at @SundayStreetsBerkeley2019
- Join [Your Organization] and @DowntownBerkeley are ready for a family-friendly day of parading in the #BerkeleyPetParade2019
- Join [Your Organization] and @DowntownBerkeleyBastilleDay are ready for a family-friendly day of parading in the #BerkeleyPetParade2019



(Digital image for Social Media)



(Digital image for Social Media)



(Digital image for Social Media)

Thanks!

Matthew Jervis