



FOR IMMEDIATE RELEASE

**THE NEW PET ACADEMY AT QUAIL LODGE RESORT AND GOLF CLUB
- HOWL-O-WEEN, THE FIRST OF MANY PET ACADEMY EVENTS**

Carmel, CA (October 2007) Quail Lodge Resort and Golf Club is proud to introduce the new Pet Academy, designed to enhance your best friend's stay by providing the premier Pet Concierge Service in Northern California. The Pet Academy provides the guest and their pet(s) a welcoming and pampering experience by anticipating their needs, during their stay. This is designed so one can relax while one travels, by allowing us to spend time looking after the details. Distinguished pre-welcoming amenities include; a welcome letter from our Resort Director of Pet Relations, Max; pet-friendly dining areas; pet walking and sitting services; boarding arrangements; mobile pet spa with grooming services; doggy daycare; arrangements for medical assistance and recommendations of outings to pet-friendly establishments, and planned activities like *Cozy Sunset Nights* with pet-friendly baskets and bonfires on Carmel's beaches.

The Pet Academy is part of our newly created Lifestyle Academy, a guest service unique to Quail Lodge Resort, and is designed to help our guests create just the type of getaway experience they have dreamed of. The Lifestyle Academy at Quail Lodge offers creative adventure and planning services that deliver extraordinary entertainment, allowing our guests to feel more exhilarated and pampered. It's like having one's own personal assistant take care of all the details of a customized getaway.

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The first of the series of activities lined up for the Pet Academy was the Howl-o-ween Dog Party on Sunday 28 October 2007, at Quail Meadows, which is located at Quail Lodge Resort, there were 120 dogs and just over 200 parents and children. The day was filled with a program with Hunter Finnell as master of ceremonies, fantastic food by Executive Chef Jeff Rogers and his culinary team, excellent service by the Quail Special Events and a wonderful welcome led by Sarah Cruse, General Manager and the new Director of Pet Relations, Max, the resident poodle. In addition the K9 Dog Clinic performed their special training techniques to show how disciplined their dogs were and there was a fashion show for the furry, four-legged friends and children alike.

The funds raised from the event, which amounted to \$6,435 from the donations for the caricatures of Bill Bates, individual donations and entrance fees were to benefit The SPCA of Monterey County, 2 dogs were also adopted during the event. Presenting Sponsors included; Quail Lodge Resort and Golf Club, Carmel Dog Parties, Talbott Vineyards, Chateau le Paws and Associated Hosts. Contributing Sponsors included; Bill Bates, K9 Clinic, Glastonbury, Inc, Kelly Productions, Carmel Barking Bakery and Erlat Holistic Animal Therapy, all proceeds to benefit The SPCA of Monterey County.

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"This Howl-o-ween Event is one of the many programs lined up for the Pet Academy at Quail Lodge. We hope that we can provide various pet services and events to help make your "friend" feel at home, because your pet deserves nothing less." according to Sarah Cruse, General Manager, Quail Lodge Resort and Golf Club.

For more information, please contact our Lifestyle Academy Coordinator at (831) 620-8820, or visit our website at www.quailodge.com.

Nestled on 850 acres in the heart of sunny Carmel Valley, Quail Lodge Resort amenities include 97 well-appointed guest rooms, an 18-hole championship golf course, swimming pool, tennis court, two restaurants, pampering spa, Land Rover Experience Driving School and trails through the remarkably beautiful environment of lakes, lush gardens and rolling hills. Quail Lodge Resort & Golf Club is managed by The Peninsula Hotels, which operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Tokyo and The Peninsula Shanghai (2009).

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