



Stanley Plaza Paws by the Sea 2014 Annual canine extravaganza challenges new Guinness World Records™ title

Stanley Plaza annual canine extravaganza “Stanley Plaza PAWS by the Sea 2014” returns for its fourth edition! This year, Stanley Plaza promotes kindness to animals and responsible pet ownership in celebration of National Dog Week which is on the fourth week of September every year. The theme of event is “Doggie Hero” this year to praise dogs for its loyal spirit. Stanley Plaza will organise a series of fun events for doggies from a variety of activity booths and Doggie Hero Challenge event to a new Doggie Guinness World Records™ Official Attempt for the fourth year running, no dog lover can afford to miss the spectacular weekends at Stanley Plaza! All proceeds raised from the event will be donated to Hong Kong Seeing Eye Dog Services (HKSEDS).

Stage Events

1. Doggie Hero Challenge			
Calling all doggie participants to dress up as super heroes! Your dearest doggie will showcase their special talents through four fascinating challenges and receive small gifts. Participating doggies and owners will also automatically be entered into the Super Hero Styling Competition to contend as winner and receive wonderful prizes. A professional dog trainer and dog companion will also demonstrate during the finals so don't miss the fun!			
Date	21 st September (Sunday)		
Time	2pm – 6pm (semi-finals at 2pm – 4pm, finals at 4pm)		
Venue	Stanley Plaza Amphitheatre		
Details	Challenge	Final Rounds Time	Detail
	Doggie Speed Tunneling	4:20pm – 4:40pm	A challenge of speed and agility. The fastest dog to go through the tunnel wins.
	Doggie Hula Jump	4:40pm – 5pm	A challenge of jumping skills and flexibility. The fastest dog to successfully jump through hoops wins.
	Doggie Muscle Challenge	5pm – 5:20pm	A challenge of strength. The fastest dog to race with weights wins.
	Doggie Catch the Enemies	5:20pm – 5:40pm	A challenge of reaction and speed. The fastest dog to catch the enemy and return to the starting point wins.
Super Hero Styling Competition			Stanley Plaza will select the best dressed Super Hero doggie and owner. The results will be announced at the end of the event.

2. Doggie Guinness World Records™ Official Attempt

Following last year's tremendous Guinness World Records™ Achievement for "Largest Dog Grooming Lesson", this year Stanley Plaza will once again challenge to set a new record title for "Most dogs balancing a treat on the nose". Dress up as super heroes with your dog and participate in this extraordinary event to set a new world record! All participants will receive a special participation letter after the event.

Date	28 th September 2014 (Sunday)
Time	2pm – 5pm
Venue	Stanley Plaza Amphitheatre
Note	Each owner can register for one dog only.

Stage Events Registration

The events are free. Participants can pre-register online at thelink.com.hk or register on the day of the event. Each participant can participate with one dog only. Spaces are limited and available on a first-come, first-served basis.

Enquiry Hotline: 2234-9150 / 2234-9151 (Ms. Lee / Ms. Ho, Monday to Friday, 9:30am-5:30pm)

Doggie Hero Quest Game Booths

Stanley Plaza will host fantastic fun-filled challenges and informative dog-themed activity booths on 21st, 27th and 28th September. Bring your dog along and join in the weekend celebrations at Stanley Plaza!

Participants of Doggie Hero Quest will receive a "hero card". After each game, a "hero score" will be stamped on the card (apart from Hero Doggie Photo Booth) to mark different hero levels (Newbie Hero, Top Hero, Super Hero). Doggie Heroes can show off their achievement and take fun photos with their stamp card at the Doggie Hero Photo Booth.

Test your doggie's hidden hero talent and show off their achievement!

Date	21 st , 27 th and 28 th September (Saturday and Sunday)
Time	1pm – 6pm
Venue	Stanley Plaza Murray House Ground Level
Courage Test: Smash the Villains	Test your dog's courage and power! Dogs must use their intelligence to smash the bowling pins with the ball to win a small gift.
IQ Test: Doggie Sniff and Serve	Test your dog's intelligence and senses by search hidden snacks. Successful dogs will win a small gift.
Energy Test: Doggie Slam Dunk	Test your dog's energy and agility. Dogs must bring the ball from the starting point to the finish point and successfully dunk the ball through the hoop to win a small gift.
HKSEDS Booth: Guide Dog 101	Learn from the Hong Kong Seeing Eye Dog Services (HKSEDS) team who will introduce their daily work responsibilities and demonstrate with a guide dog.
Doggie Communication Workshop	Qualified Animal Communicators will host live one-to-one pet communication workshops to share the know-hows of animal communication and understanding of your dog's inner superhero world.
Doggie Hero Photo Booth	Capture your superhero dog's special moment with hero props and accessories. Owners can also donate HK\$20 to Hong Kong Seeing Eye Dog Services (HKSEDS) and receive an instant photo and Doggie Hero sunglasses. Available until stock lasts (100 pcs per day each).

Stanley Plaza x Dogaroo Doggie Hero Cooling Club

Stanley Plaza has prepared a cooling playground at level 4 for your dog to cool down with misting fans and games. Owners can also donate HK\$20 to Hong Kong Seeing Eye Dog Services (HKSEDS) to receive cold dog beer and dog sorbet for their dogs. Available until stock lasts (200 pcs per day each).

Date	21 st , 27 th and 28 th September (Saturday and Sunday)
Time	1pm – 6pm
Venue	Stanley Plaza 4/F

The event is free. Spaces are limited and available on a first-come, first-served basis.

Enquiry Hotline: 2234-9150 / 2234-9151 (Ms. Lee / Ms. Ho, Monday to Friday, 9:30am-5:30pm)

Transportation Arrangements

Stanley Plaza Charity Doggie Bus

The Link has partnered with “99 Bus HK” to offer a pet bus route during Stanley Plaza PAWS by the Sea 2014 event via Central Ferry Pier, Mong Kok, Yuen Long, Tai Po and Stanley Plaza. Simply donate HK\$40 (per person/dog) to travel on the Stanley Plaza Charity Doggie Bus! All proceeds (after deducting administration fees) will go towards Hong Kong Seeing Eye Dog Services (HKSEDS)!

Date	21 st , 27 th and 28 th September (Saturday and Sunday)
Route	Inbound Trip: Route A: 11:15 am Yuen Long >12:15 nn Central Ferry Pier > Stanley Plaza Route B: 11:30 am Tai Po >12:00 nn Mong Kok > Stanley Plaza Outbound Trip: Route A: 6:30 pm Stanley Plaza > Central Ferry Pier > Yuen Long Route B: 6:30 pm Stanley Plaza > Mong Kok > Tai Po
Registration	Participants are required to register online at facebook.com or www.99bus.org. Limited space of 110 seats per trip on first-come-first-serve basis.
Note	Inbound Trip: * Yuen Long pick-up point: Sun Yuen Long Centre Outdoor Bus station * Central Ferry Pier pick-up point: Central Ferry Pier No.7 * Tai Po pick-up point: Tai Po Market Railway Station Exit A1 Tat Wan Road * Mong Kok pick-up point: 10 Yim Po Fong Street (Macpherson Playground) Outbound Trip: * Stanley pick-up point: Stanley Plaza 5/F Coach Loading Area Please arrive 10 minutes before departure time. If you are late, your reserved seat will be canceled.

Terms and conditions apply to all activities. Programmes are subject to change without prior notice. For details, please visit at thelink.com.hk or stanleyplaza.com.