

**FOR IMMEDIATE RELEASE**

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## **Blue Mountain Resort Announces 3rd Annual Bark Bash Festival**

**Palmerton, Pennsylvania (22 April 2019)** – Blue Mountain Resort is celebrating the start of the green season with their 3rd Annual Bark Bash Festival on Saturday, May 4<sup>th</sup> from 12pm – 5pm. A free festival for all ages, guests are invited to bring their furry best friends for a day of playing outside, listening to live music, enjoying delicious food, and having lots of fun.

The Resort is partnering with local animal rescues along with the Animal Food Bank of the Lehigh Valley to help find forever homes for animals in need while also supporting a great cause. Guests are welcome to bring their furry friends for a fun-filled day outside. But if guests are looking to adopt a pet, there will be 8 local rescues onsite to talk with, most bringing pets that are looking for their forever home. While most adoptions do not happen onsite, guests will be able to mingle with adoptable pets and start the application process.

In addition to hosting local rescues, the Resort will also be accepting donations for the Animal Food Bank of the Lehigh Valley. Currently, the Food Bank is looking for food for dogs, cats, and a variety of other animals, with an emphasis on dry cat food. Any guest who brings food for donation will be entered to win a \$100 Blue Mountain Gift Card. Last year, the Resort donated over \$500 worth of animal food as a result of the festival.

With free admission and parking, Bark Bash will kick off the green season at the Resort. The festival is open to all ages and will also feature live music by Band of Brothers. Some other activities include live training demonstrations and a play area hosted by A Furry Tail Come True. There will also be local crafters and vendors onsite selling pet-related products and treats.

New this year is a fun run with your dog, called the Bark Burn. The 5k Obstacle course and trail run designed for dogs and their human partners. This run will be a little bit of mud and challenge with a whole lot of fun. Obstacles are designed for each team to conquer together. Obstacles include water crossings, mud, crawling under, climbing over and more!

Any media interested in attending Bark Bash on Saturday, May 4th should contact Tricia Matsko, Director of Sales & Marketing.

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