



2023 EVENT REPORT

- \$54,000 Raised!
- 500+ Dogs Attended!
- 1,000,000+ Impressions!

THANK YOU!

HONORED GUESTS

Hedrick Belin, Potomac Conservancy
Chuck Bell, NBC4 Washington
Dianna Cohen, Plastic Pollution Coalition
Julia Cohen, Plastic Pollution Coalition
Monte Durham, Salon Monte
Ryan Freed, City of Alexandria
Justin Wilson, Mayor, City of Alexandria

TOP DOG SPONSORS

NBC4 Washington
The Zebra Press
PASS LLC

PACK SPONSORS

The Dog Store
Dominion Energy
Morgan Stanley
Robyn Porter Realtor

TAIL WAGGER SPONSORS

Carahsoft Technology
Robinson Landing Waterfront Living
Theoharis Management

PUPPY PLAYZONE SPONSORS

Chippin
Elpaw
EYA Homes
Movement Mortgage
Wegmans

Howling Good Time!

A doggone adventure was had by all at our annual ALX Dog Walk event. Hosted on April 29th (Earth Month), our second annual ALX Dog Walk brought over 500 adorable pooches to historic Old Town Alexandria's Oronoco Bay Park. It was a morning filled with fun, music, prizes, and lots of belly rubs!

Chuck Bell, NBC Washington's Storm Team4 Meteorologist, and Monte Durham, host of "Say Yes to the Dress Atlanta" and owner of Alexandria's Salon Monte, emceed the event which included a two-mile dog walk along the beautiful Waterfront Walk, an amazing Goodie Bag, a photo booth, delicious treats for dogs and their humans, a dog obstacle course... even a doggie tattoo artist and bubble machine! A howling good time was enjoyed by everyone!

\$54,000 Funds Raised in Year Two!

100% of the net funds raised from the Walk help to educate people in the DMV about plastic-free and sustainable living, and we also help to beautify and protect the City of Alexandria's environment (the location of the annual dog walk event).



BEST VOLUNTEERS EVER!

JANICE ABRAHAM
MICHELLE ALDRIDGE
AMY ASKEW
GREG CHAPMAN
STEVEN CHAPMAN
DIANE DARVEY
MARY DOUGHERTY
CHARLIE FLYNT
JOSEPH H. GARRETT, JR.
MARY ANN GARRETT
JESS GOMEZ
KAREN HANDORF
DREW IORIO
CANDY LURKEN
AUSTIN MALLOY
KIM MANTHEI
MARY KAY MANTHO
ANDREW MANOUS
MELISSA MARSH
BEN MOORE
KRISTEN MOORE
LISA MORTON
BEN NAVABI
KAT NOBLES
LAURA NORFOLK
LISA NOVICK
MICHELLE O'CONNELL
WARWICK OMBLER
ABBY OWEN
ANGELO PALMIERI
MIKE PAYNE
MARY BETH POWERS
DEBBIE RYAN
SUSAN SHAFFER
SALLY SIMMONS
LIZZY TROCCHI
ANNE TUCILLO
BRIAN TUCILLO
GIOVANNA WOOD
SANDY WOODS
TESCIA YONKERS



SPECIAL DEDICATION

ALX Dog Walk 2023 in
Honor of Ellen Eggerton

1,000,000+ GROSS IMPRESSIONS

Our nonprofit partners, countless print and broadcast organizations, volunteers, our doggie outreach pack, and community members and organizations promoted the event and raised awareness to our mission:

Nonprofit Partners

The Board of Lady Managers of Inova Hospital
Alexandria Police Foundation
Animal Welfare League of Alexandria
Blinded Veterans Association
Dunbar Alexandria-Olympic Boys and Girls Club
Humane Rescue Alliance
Pawfectly Delicious Dog Treats
Potomac Conservancy
USO Metro

Media/Social Media

Alexandria Living Magazine
Alexandria Times
Alexandria Patch Website
The Gazette
VIP Magazine
Visit Alexandria

Advertising

Georgetown Newspaper and Online Website Banner
Daily NBC Morning Promotion by Chuck Bell for 4 Consecutive Weeks
Northern Virginia Magazine Advertisement and Web Banner
Weekly ZEBRA Press Emails from the "Editors Desk"
3 Print Advertisements in Zebra Newspaper
Full Page Cover Story and Inside Fold in Zebra Newspaper
ZEBRA Press Four Weeks of Advertising on IG/FB

Sponsors/Community Organizations

50+ Local Businesses Displayed Promo Materials
City of Alexandria Outreach
Mason and Greens Newsletters and Special Event
Misha's Coffeehouse Instore Materials
Plastic Pollution Coalition Outreach
Sponsor Social Media Posts on IG, FB, and LI
Sponsor Outreach Online/Newsletters

Doggie Outreach Pack

Bixby/Maria Lee Richburg
Fauci/David Posey
Kate Spade/Holly Mullen
Layla/Brittany Vonlehmden
Madelene/Joyce Pastore
Mikey/Robyn Porter
Maximus/Georgia & Walter Moddison

Special Note: In Memory of Bruno

THE RESULTS, OUR IMPACT!

The success of the first annual ALX Dog Walk event propelled the growth and expanded support and excitement for the second annual ALX Dog Walk event. In year two, we invested in traditional print advertising in D.C. and Northern VA, and we produced 1,000 Goodie Bags for use at other special events during the year. Despite torrential rains the entire week prior to the event, 500+ dogs and their family and friends came out to celebrate with us!

With Funds Raised, We:

- Reached more than 1,000,000 people with our messaging;
- Donated \$10,000 to the Potomac Conservancy's Today's Seeds for Tomorrow's Trees program to help conserve riverside lands and keep the Potomac River vibrant;
- Donated \$1,000 to the Plastic Pollution Coalition to continue their critical work to stop plastic production at its source;
- Funded the development of a Sustainable/Plastic-Free Event Table Planning Toolkit;
- Sponsored ALX Bark Bingo, a city-wide awareness campaign;
- Adopted one bench in a local Alexandria park;
- Expanded our Green Team Community Service Program by providing 20 FREE plastic/litter pick-up kits to Alexandria residents and businesses.

EVENT FINANCIAL SUMMARY

The graphic below shows the breakdown of the following: 1) Gross funds raised; 2) Walk event expenses (including new print/social media advertising and 1,000 Goodie Bags); and, 3) Funds donated for 2023 community projects. We are a volunteer operated non-profit, and 100% net funds support our mission!



A BARKING GOOD TIME!

