

Frank Howard Allen Sponsors the Luther Burbank Rose Parade and Festival
Agents to host a booth selling Snoopy Figurines for Kids to Paint
as Part of the “Life is Doggone Wild” Theme on May 19

NOVATO, CA May 9, 2007 — To show its support for the community it serves, Frank Howard Allen Realtors is a sponsor of the 113th Annual Luther Burbank Rose Parade and Festival held on Saturday, May 19, 2007. This year, the festival has moved to the Sonoma County fairgrounds and will join forces with Snoopy’s “Joe Cool” Summer Paint-Off, serving up a main event in which 100 five-foot Snoopy statues will be painted by local artists in front of thousands of spectators.

The Luther Burbank Rose Parade & Festival is a time honored community tradition that requires the support of over 100 business sponsors and countless volunteers. Frank Howard Allen is proud to once again help bring this fabulous event to life and will host a booth at the fairgrounds where kids of all ages can buy and paint a small Snoopy figurine. Proceeds from the sales will go to support the Rose Parade and Festival.

The event starts with a parade in downtown Santa Rosa at 10 am and continues with a festival at the fairgrounds that goes from 11 am until 4 pm. Special activities throughout the day include the Snoopy paint off, an Iron Chef style competition, kid’s recipe contest, live musical entertainment, the annual Rose Bloom competition and a special Kid’s Area featuring a climbing wall, inflatable slides & jumps, face painting, games, clowns, farm animals, story telling and more.

About the Rose Parade and Festival

The Luther Burbank Rose Parade & Festival is a private, non-profit, corporation run by a volunteer board of community leaders. The board works year round to manage and produce this event which meets an annual budget of \$100,000 through sponsorships, grants and parade and vendor fees. The purpose and goal of the Luther Burbank Rose Parade & Festival is to provide a Parade and Festival which draws people from the greater North Bay area into Sonoma County for an annual community celebration. To learn more about the organization and the event, please visit www.roseparadefestival.com.

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