

FOR IMMEDIATE RELEASE

ECAD NAMED PLEASANTVILLE MUSIC FESTIVAL CHARITABLE PARTNER

DOBBS FERRY, NY – “ECAD, Educated Canines Assisting with Disabilities, is very pleased to be the Charitable Partner of the Ninth Annual Pleasantville Music Festival, this July 13” said Dale Picard, co-founder and Executive Director of the Westchester County based organization. “ We look forward to hearing great music at the all day event and having the opportunity of meeting new people who can learn what we do by seeing several of our Service Dogs assisting their person, in this case Veterans of the Armed Services who are graduates of ECAD’s Project HEAL Program.”

ECAD raises and educates Service Dogs who are then partnered with our clients. The organization is recognized as a leader in its field, scoring a four out of four star quality rating from Charity Navigator, a perfect charity Guidestar score of five out of five stars, and was named the top animal focused non – profit of April 2013 by Huffington Post.

Our programs include:

1. **Project HEAL™:** Meeting the needs of Veterans with physical injuries, Post Traumatic Stress Disorder (PTSD), and/or Traumatic Brain Injury (TBI).
2. **ECADemy™:** A vocational program helping at-risk youth with emotional and behavioral issues. All dogs are educated by these at-risk youth.
3. **Open Doors:** ECAD’s core program whereby Assistance Dogs are educated to prepare them for a career as a Service or Facility Dog.
4. **Canine Magic:** Assisting children living with autism

ECAD will present its popular Smooch A Pooch Booth where attendees can have photos taken with two month old pups, a precious mix of Golden Retriever and Black Lab. Representatives will be on hand to do demos with selected ECAD Service Dogs and to explain ECAD’s mission. ECAD, with its main facility in Dobbs Ferry, was established in 1995 and has since placed over 200 Service Dogs with clients who have both visible and invisible disabilities. All ECAD dogs are educated in Westchester County on the campuses of five alternative schools through the ECADemy Program

The Pleasantville Music Festival brings nationally recognized musicians and emerging regional acts to Pleasantville. This year’s headliner is Brett Dennen. Also featured are The

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Easy All-Stars, Red Wanting Blue, Delta Rae, The Jason Spooner Band, Mary C. & The
Stellars, Bobby Long, and Mishti.

The Festival is a community event that is 100 percent organized and produced by local
residents and volunteers. The 2013 Pleasantville Music Festival is presented by 107.1 FM,
(WXPk) The Peak, the popular Westchester-based radio station and Westchester Medical
Center

The Pleasantville Music Festival will run from Noon to 8:30PM on Saturday, July 13 at
Parkway Field on Marble Avenue. Tickets, good for the entire day, are now available for
purchase online at www.pleasantvillemusicfestival.com. Tickets are also being sold at
Pleasantville retailers including The Village Bookstore, The Art of Wine and Cold Stone
Creamery. Tickets can also be purchased at Noka Joe's/Little Joe's in Katonah,
W@tercooler: A CoWorking Space in Tarrytown, and at Captain Lawrence Brewery in
Elmsford.

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FOR FURTHER INFORMATION CONTACT:

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