

## PRIME VIDEO UNLEASHES “PACKED WEEKEND” ON SAN DIEGO TO CELEBRATE DOGS AROUND THE WORLD

**Launching November 20<sup>th</sup> To Coincide with the Premiere of the Amazon Original Series ‘The Pack,’ Dog Lovers and Their Four-Legged Friends are Invited to Participate in Dog-Friendly Festivities, Support Local Businesses and Charitable Organizations and Compete for a Chance to Win the Adventure of a Lifetime**

**Full Event Details for the San Diego Area at [PackedWeekend.com](https://PackedWeekend.com)**

SAN DIEGO, CA – November 16, 2020 – What if, just for one weekend, America’s Finest City honored the unmatched bond between humans and dogs with a weekend unlike any other? To celebrate the premiere of *The Pack* on November 20<sup>th</sup>, Amazon Prime Video has created the ultimate holiday for dogs and the people who love them: an extraordinary PACKED WEEKEND, offering one-of-a-kind, pup-centric experiences in the San Diego area. This global celebration, running Friday, November 20<sup>th</sup> through Sunday, November 22<sup>nd</sup>, invites everyone and their pets to experience pampering, exciting activities, and a way to help support local businesses.

Beginning Friday, November 20<sup>th</sup>, local San Diego businesses will offer giveaways, discounted or free services, surprise pup-grades, and gifts with purchase throughout PACKED WEEKEND! Be on the lookout in your neighborhood for discounts at retailers like **Doggie Style Pets**, free gifts at **Muttropolis**, a limited edition PSL or “Puppy Spiced Latte” at **Seven Seas Roasting Company**, free grooming services at **FIDUS Pet Concierge**, free pantry fresh meals at **Just for Dogs Kitchen**, and many other perks! For a list of confirmed activities and giveaways in San Diego, see below – and remember to check back with [PackedWeekend.com](https://PackedWeekend.com) regularly as new brands and delights are being added every day.

The PACKED WEEKEND fun continues with the PACK WALK CHALLENGE, a global opportunity to get moving with your pup. Starting Friday, November 20<sup>th</sup>, everyone can use **MapMyFitness** or **MyFitnessPal** apps from **Under Armour** to participate in “20 Workouts in 30 Days” or “30 Miles in 30 Days” (depending on the app) to help us achieve the largest global pack walk ever, while helping you and your pet stay healthy and strong! During the course of the PACK WALK CHALLENGE, pet parents are encouraged to donate to three worthy charitable organizations right in the app –**The American Heart Association’s Healthy Bond for Life, Environmental Defense Fund, and Best Friends Animal Society**– to spotlight their own health, that of the planet and to help every dog live their best life. And, to honor the spirit of charity at the heart of *The Pack*, Prime Video will generously match consumer donations up to \$100,000 (split evenly among the charities) for a 24-hour window beginning November 21<sup>st</sup>. After completing the Challenge, eligible participants will have the chance to win a prize package, including roundtrip travel for four anywhere **Alaska Airlines** flies. Fans everywhere can get pumped up with a playlist curated exclusively for the PACK WALK CHALLENGE from **Amazon Music**.

In addition to the paw-some experiences available in cities throughout the world, PACKED WEEKEND will take over San Diego with can’t miss experiences and delights from these dog-loving brands:

- **San Diego Humane Society** - waiving adoption fees for adult dogs on Saturday, Nov. 21 and Sunday, Nov. 22, 2020. Visit [sdhumane.org](https://sdhumane.org) for details.
- **Rancho Coastal Humane Society** - For the first 10 dogs/puppies adopted at Rancho Coastal Humane Society during Nov. 20 -22, \$100 for each dog will be donated to RCHS on behalf of The Pack. Due to COVID-19, adoptions are by appointment only, visit [www.sdpets.org](https://www.sdpets.org) for details.
- **Doggie Style Pets** – Visit any Doggie Style Pets on Packed Weekend and take 10% OFF select pet travel products like harnesses, carriers and travel accessories are designed so you and your pup can go further together.
- **Seven Seas Roasting Company** – Offering limited-edition dog-friendly drink, the Puppy Spiced Latte. Promotion only from Friday, November 20 - Sunday, November 22 while supplies last.
- **Just for Dogs Kitchen Del Mar** – Stop by any JustFoodForDogs Kitchen to receive a free box of PantryFresh. Fresh whole-food meals perfect for adventuring with your pup! New customers only, while supplies last.
- **FIDUS Pet Concierge** - Free Self-Serve Dog Wash for the first 10 customers! Call or Text to reserve a tub or walk-ins welcome! Offer exists only during PACKED WEEKEND, reserved for first time clients only. Not valid with any other offers. Cannot be redeemed for cash value.
- **Muttropolis** - A free gift with purchase over \$40! Choose between our festive Holiday Paw Print Scarf or a bag of Mutt Munchers for your purchase over \$40. Mention PACKED WEEKEND to receive your gift in our Solana Beach store only. While supplies last. Offer valid November 20-22, while supplies last.
- **Camp Bow Wow** – will offer pet parents the chance to win a free year of doggy day care and boarding services at one of their 180+ locations in North America.

- **Lifetime Animal Care Center** - doing a social media contest during Packed Weekend to give away a Lifetime Animal Care Center gift certificate on behalf of THE PACK! Follow on Facebook @lifetimeanimalcare for more details.
- **Clairemont Town Square** - hosting a table giving away goodies on behalf of THE PACK! We'll also be doing a raffle that will include gift certificates to Lifetime Care Animal Center and Petco, both of which are in our shopping center.
- **Hello Birdie Nail + Lash Lab** - Offering personalized dog-portrait nail designs and social media contest to give away four gift cards and one dog portrait nail design + gift card combo! Follow on Instagram @helloworldielab for more!
- **Angelika Film Center** - Join our Pack on Instagram, Facebook, and Twitter @angelikafilmsd for contest info and your chance to win Angelika Film Center Gift Cards to visit our patio when it reopens and have a bite with your dog.

To find out how you can take advantage of these local and nationwide offerings, and for a complete list of paw-ticipating brands, visit [PackedWeekend.com](http://PackedWeekend.com).

Local events will be conducted in compliance with local COVID-19 safety guidelines and regulations.

### **About *THE PACK***

*The Pack*, is a new global unscripted series that celebrates the unrivaled bond between dogs and their human companions. Hosted by gold medalist [Lindsey Vonn](#) and her canine co-host Lucy, the series features twelve teams of dogs and their humans on an epic adventure across multiple continents. The Amazon Original series *The Pack* will premiere on November 20<sup>th</sup>, on Amazon Prime Video in more than 240 countries and territories.

At stake is a life-changing \$750,000 for the winning duo and their charity, with \$500,000 going to the winners and \$250,000 for the animal charity of their choice. Additionally, *The Pack* donated \$250,000 during filming to multiple charities and animal rescue organizations in each country, helping to pay it forward to dogs and those who love them around the world. To win the monetary prize for themselves and their charity, the teams will have to depend on their understanding of one another's strengths and weaknesses and prove to have the strongest bond in the pack. In each locale, the human and dog duos will face fun and exciting challenges, designed in concert with a team of accredited veterinarians and certified dog experts that also accompany the group on their exciting journey, making sure it is a positive experience for everyone.

*The Pack* is produced by Amazon Studios and Renegade 83, an Entertainment One company. [Jay Bienstock](#) with [Jay Renfroe](#) and [David Garfinkle](#) of Renegade 83 serve as Executive Producers.

Prime members will be able to stream *The Pack* exclusively via the Prime Video app for TVs, connected devices including Fire TV, mobile devices and online at [www.amazon.com/originals](http://www.amazon.com/originals). Members will also be able to download the series to mobile devices for offline viewing at no additional cost to their membership. The series is a global release and available on [PrimeVideo.com](http://PrimeVideo.com) for Prime Video members in more than 240 countries and territories.

Customers who are not already Prime members can sign up for a free trial at [www.amazon.com/prime](http://www.amazon.com/prime). For a list of all Prime Video compatible devices, visit [www.amazon.com/howtostream](http://www.amazon.com/howtostream).

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