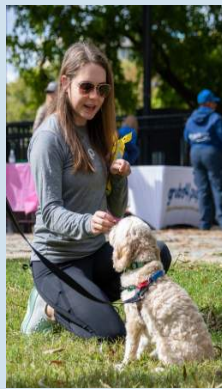


# MUTT STRUTT MEDIA KIT







**Thanks to your support and sponsorship, the 2022 Mutt Strutt was a huge success! Now we need your help to make the 2023 Mutt Strutt bigger and better!**

SPONSORSHIP

**SWDCCC WEBSITE & EVENT SIGN UP**

The banner features a blue sky background with a sun and clouds. On the left, a paw print logo contains the numbers 0, 2, 2, 2. Text reads: "SATURDAY, OCTOBER 8 LANSBURGH PARK 11am - 2pm". On the right, a yellow sun contains the text: "A community event hosted by the SOUTHWEST DC COMMUNITY CENTER". Below this is the event title: "MUTT STRUTT & PUPS IN THE PARK CELEBRATION". At the bottom, a row of logos is categorized by tier: Platinum (SWBID), Gold (AKRIDGE, MILLCREEK, JAIR LYNCH, JMA Solutions, FOULGER-PRATT), Silver (MOFFMAN & ASSOCIATES, THE WHARF), and Bronze (JEFFERSON, LUDOVIC). Below the banner, the text "Oct 8" is followed by "Mutt Strutt 2022" in large bold letters. Underneath is the text "Join the Southwest DC Community Center for the Mutt Strutt on October 8th, 2022!". A "By SW DC CC" label is next to a blue "Follow" button. To the right, a "Sales Ended" box contains a "Details" button.

SPONSORS WERE HIGHLIGHTED ON THE EVENTBRITE SIGN UP PAGE

The page features the "MUTT STRUTT" logo at the top left. Text reads: "October 8, 2022 Mutt Strutt Lansburgh Park Washington, DC". To the right, a paragraph describes the event and includes an "ACCESS EVENT PHOTOS" button. Below this is the heading "Thank You To Our 2022 Lead Sponsors!". The sponsors are listed in tiers: Platinum (SWBID - Southwest Business Improvement District), Gold (AKRIDGE, DISTRICT VETERINARY HOSPITAL, FOULGER-PRATT), and Bronze (JMA Solutions, JAIR LYNCH, MILLCREEK). At the bottom, contact information "info@swdccc.org" is provided, along with the Southwest DC Community Center logo and address: "1251 Carrollburg Pl SW, Washington, DC 20024". A "DONATE" button is at the very bottom.

A THANK YOU FOR ALL 2022 SPONSORS IS LOCATED ON THE SWDCCC WEBSITE



SPONSORSHIP

**SOCIAL MEDIA POSTS**

MULTIPLE POSTS HIGHLIGHTED SPONSORS & VENDORS ACROSS ALL SOCIAL MEDIA PLATFORMS - FACEBOOK, TWITTER, & INSTAGRAM

SPONSORSHIP

**ROUTE CARDS**



ROUTE CARDS WERE PASSED OUT TO ALL 60 PARTICIPANTS IN THE MUTT STRUTT





SPONSORSHIP

**WATER STATION FLAGS**



A FEATHER FLAG HIGHLIGHTING SPONSORS WAS FLOWN AT EACH OF THE THREE WATER STATIONS



SPONSORSHIP & VENDORS

**FARMERS MARKET TABLE**



EACH SATURDAY FROM MAY - OCTOBER , THE SWDCCC SET UP A TABLE WITH INFORMATION ABOUT THE EVENT, HIGHLIGHTING SPONSORS & REGISTRATION

# SPONSORSHIP SOUTHWESTER ADS

August 2022 The Southwester Page 11

## Young Readers

### Stopping the Summer Slide

BY KITTY FELDC

There's still a few weeks of summer left, the perfect time to look back with a cool drink and read - which may be the last thing the child in your life plans to do with their precious time away from the classroom. But months without reading can hurt that child in the fall. Research by the Southwest Evaluation Association shows that young readers lose about 20% of their school-year gains in reading over the summer.

You can stop the summer slide. Your local public library is eager to help, not only with book suggestions, but also with helms.

It's nearly impossible to find a public library without a summer reading program.

Here in Washington, prizes from the DC Public Library include books, gift cards to movies and restaurants, even tickets to Washington Nationals games, Libraries to Libraries, Furland and Montgomery Counties also offer Nike tickets and other treats.

Personally, I find the helms offered by the Manassas Public Library near the Canadian border in New York read just one hour and you get free ice cream.

But do prizes work? A study in the *Journal of Health Economics* says yes. Researchers handed out small tokens to try to get kids to eat more fruits and vegetables. After five weeks, nearly half of them were still eating healthier.

On the other hand, *The Washington Post* says that an analysis of such studies concludes that when the helms end, so does our interest in continuing a particular behavior that might be good for us.

But that still remains a summer of reading! And perhaps an ice cream cone, too!

Happy summer reading!

Kitty Feldt, a longtime public radio journalist, is author and producer of "The First Madison Myerers," books and podcasts about the fictional daughter of a congressman who pursues adventures inside the U.S. Capitol and teaches young readers about the U.S. Constitution.



Courtesy of Shelby Prapp  
Fourth of July fireworks over the Southwest Waterfront.

LOG ON TODAY! [www.swna.org](http://www.swna.org)

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## MUTT STRUTT

### SAVE THE DATE!

# SATURDAY, OCTOBER 8

## LANSBURGH PARK

a Southwest community event hosted by the Southwest DC Community Center (SWDCCC)

11am - 12noon: Check-in 11:30am - 12:30pm: Mutt Strutt Walk  
12:30 - 2:00 pm: Puppy in the Park Party

Pet costume contest! Pet-Friendly Vendors! Raffle Prizes! Pet Photographer! and more!

For more information, contact the Southwest DC Community Center at [info@swdccc.org](mailto:info@swdccc.org)




AUGUST 2022 HALF PAGE AD

September 2022 The Southwester Page 9

## MUTT STRUTT

### JOIN US!

# SATURDAY, OCTOBER 8

## LANSBURGH PARK

11am - 2pm

a Southwest community event hosted by the Southwest DC Community Center (SWDCCC)

## MUTT STRUTT & PUPPY IN THE PARK CELEBRATION

Bring the family, kids and Fido!

Pet costume contest! Raffle Prizes! Pet Photographer! and more!

Register at [swdccc.org](http://swdccc.org) for the Mutt Strutt, a 2-mile fun walk throughout Southwest!

A \$20 Donation gets you a Pet Accessory Bag!

If you would like to participate but are experiencing financial hardship, please contact us at [info@swdccc.org](mailto:info@swdccc.org)

Scan here to register starting September 9!





SEPTEMBER 2022 FULL PAGE AD

November 2022 The Southwester Page 9

## WHARF

Continued from p. 1

from the Amalio-Brown Elementary School Clinic.

Speakers including Congressman-elect Elmore Holmes-Norton, DC Mayor Muriel Bowser, and executives Mervyn Hoffman and Amer Hoffman from developer Hoffman-Madison Waterfront were joined in the overflow crowd by Vice & Consul General Charles Allen, ANC RD Commissioner Andy Lindy and other fixtures of the Southwest neighborhood.

Hoffman outlined the more than 15 year effort to reorganize, land and build the massive project. The completion of Phase II of The Wharf looks the following Memorial to her McNair, creating more than a mile-long promenade along the Potomac and Anacostia Rivers that links restaurants, shops, music venues and public areas including waterfront parks, piers and docks.

The redevelopment required four acts of Congress, Hoffman said, and he credited Norton as not just the champion of the legislation necessary for work to move forward, but as the deep-rooted community leader who supported officially naming the new area what it had always been called by local residents - The Wharf.

"Getting federal land for the District and ensuring public access to our waterfront have been among my top priorities during my service in Congress," Norton said. "With Phase 2 of The Wharf complete, we can celebrate the neighborhood's revitalization. These types of projects bring hundreds of millions of dollars in tax revenue to D.C."

Waterfront Park on the far east side of the development was dedicated to Norton, who was also instrumental in a development project to revitalize the Southwest waterfront, now known as The Yards.

After naming Norton was a tough act to follow, DC Mayor Muriel Bowser shared her story of spending time as a young child along the waterfront, where her father was a butcher on the Washington Marine. While the Manassas Fish Market, opened in 1993 and the oldest continuously operating open-air fish market in the United States, remains a fixture of the new neighborhood, much of the rest of the area would be unrecognizable to a visitor from the time of Bowser's childhood.

"The Wharf is yet another example of the District's ability to work with residents and businesses to transform underutilized land into new opportunities for our community," said Bowser. "Today, we're celebrating even more jobs, housing, and opportunities for DC residents and businesses. And we're celebrating Washington, DC as a world-class waterfront city."

According to Bowser, the DC government has invested approximately \$200 million in the incremental financing and secured agreements with The Wharf in exchange for agreements to hire at least 51 percent District residents, with 20 percent designated for residents of Ward 8 and 30 percent of apprenticeships for residents of Wards 7 and 8.

As the ceremony in front of the soon-to-open luxury boutique hotel the Penley came to a close, Hoffman reflected on the full-circle completion of a vision that has opened new employment opportunities in the District. "The vibrant and studied spaces all over the world," Hoffman said. "And now, the world is coming here to study The Wharf."



Mervyn Hoffman of Hoffman-Madison Waterfront, left, shared appreciation for support of The Wharf from DC Mayor Muriel Bowser, right, taking her to her tenure as a Councilmember.

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## THANK YOU

Sponsors:

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- HOFFMAN & ASSOCIATES
- THE WHARF
- LIDO PARKER
- JEFFERSON

Vendors:

- grubst4pups
- Chippin'
- DogMa
- DISTRICT VETERINARY HOSPITAL
- HipCityVeg
- MPD K-9 Unit
- DJ Mario Herring
- Photographer Fredo Vasquez
- Friends of the SW Library

A thank you all of the sponsors and vendors who made the 2022 SWDC Community Center Mutt Strutt and Pups in the Park Celebration a success!

NOVEMBER 2022 HALF PAGE  
THANK YOU AD

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# HILL RAG POST

## community calendar

Brought to You By  
Schneider's of Capitol Hill

**Howl-O-Ween Pet Costume Contest.** Head to the Chief pet supply shop at 719 Eighth St. SE is holding a pet costume contest at Lincoln Park on Oct. 29, 1 p.m. There will be prizes and swag bags for the first 100 entries. Visit howltoheaven.com for registration details and costume categories.

**ErPeta Theatre: Einstein's Wife.** Through Oct. 16, Einstein's theory of relativity revolutionized modern science and his name became synonymous with genius. Lesser known is the story of Mileva Marić, the physicist, mathematician, and fellow student at Zurich Polytechnic who was Einstein's first wife. \$25 to \$40. The Atlas, 1333 H St. NE, atlasarts.org.

**Pet Blessing at Congressional Cemetery.** Sunday, Oct. 2, 4 p.m., 1801 E St. SE, congressionalcemetery.org.

**Jazz and Blues in Southwest.** Jazz on Fridays, Blues on Mondays, 6 to 9 p.m. Blues - Oct. 3, Bad Influence Band; Oct. 10, Mama Moon & the Rampolokers; Oct. 17, The Big Boy Lark Band; Oct. 24, Clarence Turner Blues Band; Oct. 31, The Nightowls. Jazz - Oct. 7, Life Link Quartet; Oct. 14, Michael Thomas Quartet; Oct. 21, Lena Seckler & Friends; Oct. 28, Tribute to Buddy Waters. \$10 cover. Children welcome and free under 16 years old. Reservations priced meals offered. Westminster Presbyterian Church, 408 1st St. SW (Fourth and 1, south side of intersection), westminster.org.

**Holiday at Arena Stage.** Oct. 7 to Nov. 6. An up-and-coming Wall Street lawyer from a working-class family aspires to quit and enjoy life once he's made enough money, a prospect that doesn't thrill his wealthy, well-born fiancée but excites her more unconventional sister. \$56 to \$65. Arena Stage, 1101 Sixth St. SW, arenastage.org.

**Mutt Strutt (two-mile walk through SW) at Lansburgh Park.** Oct. 8, 11 a.m. to 2 p.m. Mutt Strutt features pet costume contest, raffle prizes and pet photographer. \$20 for a pet accessory bag. Lansburgh Park at 1098 Delaware Ave. SW. Register at swdccc.org.

**Friends of SE Library Book Sale.** Oct. 8, 10 a.m. to 3 p.m. Join the Friends of Southeast Library (FOSL) to shop a range of titles with prices starting at \$1. Proceeds support library programs. Sale is next second Saturdays, 403 Seventh St. SE, dellibrary.org/seastat.

**Hill Center Concerts.** Sunday, Oct. 9, 4 p.m., Cathy Fink & Mary Jo Concert, \$18; Sunday, Oct. 30, 4 p.m., Global Sounds on the Hill. Post-Café. Kiki's-Guitar Duo. Rishin's Concert, \$18. Hill Center, 921 Pennsylvania Ave. SE, hillcenterdc.org.

**Soul Strolls at Congressional Cemetery**

Oct. 14, 15, 21 and 22, 6 to 10:30 p.m. Their annual twilight tours explore the stories of individuals buried there through guided tours and costumed interpreters. Walking tour every 15 minutes. \$35. 1801 E St. SE, congressionalcemetery.org.



Charles Jagers, a street worker killed by a trolley, as portrayed by Kelly Carver.

**LOC Fall Concerts.** Friday, Oct. 14, 8 p.m., Banda Magda; Saturday, Oct. 15, 8 p.m., Apollo Music Quartet with Carrie Obason; Saturday, Oct. 20, 8 p.m., Founder's Day Concert; Thursday, Nov. 3, 8 p.m., Jamal Ayyer, cello and Paul Soy, piano. Free. All concerts are in the Thomas Jefferson Building, Coolidge Auditorium, loc.gov.

**Capital City Symphony: An Artist in the World.** Sunday, Oct. 18, 3 p.m. The Atlas, 1333 H St. NE, atlasarts.org.

**Charades Theatre Company: The Mold that Changed the World.** Oct. 19 to 23. Would you save the world if you could? Alexander Fleming's penicillin was a life-changing discovery that became a world-changing cure. \$10 to \$25. The Atlas, 1333 H St. NE, atlasarts.org.

**Big Games of the Northeast Library.** Saturday, Oct. 22, 12 to 4 p.m. Open to all ages. In addition to the Northeast Library garden for an afternoon of games - outdoor bowling and Connect Four to chess and board games. Northeast Library, 310 Seventh St. NE, dellibrary.org/northeast.

**Kiki at Wunder Garten.** Sunday, Oct. 30, 6 to 8 p.m. Kiki is a monthly drag party featuring hosts Crystal Edgard and Karina Colby. Cover for drug bingo, games, and music provided by DJ Wunder Garten, 1101 First St. NE, wundergarten.com.

**Halloween Pet Portraits at Congressional Cemetery.** Oct. 30, 11 a.m. to 3 p.m. \$30. Get one-of-a-kind portraits of your furry friend. 1801 E St. SE, congressionalcemetery.org.

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| 2019    | AKAIA, AKAIA Park Homestead, SOUVIGNON BLANC             | \$29.99 | \$20.99 |
| 2020    | Cloud City Single  | \$14.99 | \$11.99 |
| 2019    | Chateau de Sancerre, Sancerre, Loire Valley, France      | \$14.99 | \$11.99 |
| 2020    | Cloud City Single  | \$14.99 | \$11.99 |
| 2020    | Case de Sancerre, Sancerre, Loire Valley, France         | \$14.99 | \$11.99 |
| 2021    | Superdry Vodka   | \$12.99 | \$9.99  |
| 2021    | Redemption 41, Redemption 41, 41, 41                     | \$19.99 | \$15.99 |
| 2021    | Wood Estate, Wood Estate                                 | \$16.99 | \$13.99 |

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VISIT CELLAR.COM CALL 202.543.9300

October 2022 • 29

**Mutt Strutt (two-mile walk through SW) at Lansburgh Park.** Oct. 8, 11 a.m. to 2 p.m. Mutt Strutt features pet costume contest, raffle prizes and pet photographer. \$20 for a pet accessory bag. Lansburgh Park is at 1098 Delaware Ave. SW. Register at swdccc.org.

SPONSORSHIP

**PET BAGS**



PET BAGS WERE DISTRIBUTED  
TO 60 PARTICIPANTS AT THE  
MUTT STRUTT EVENT



SPONSORSHIP & VENDORS

***PUPS IN THE PARK CELEBRATION***

AT THE PUPS IN THE PARK EVENT AFTER THE MUTT STRUTT, A DJ PROVIDED LIVE MUSIC, AND A COSTUME CONTEST SHOWED OFF VERY CREATIVE COSTUMES. COUNCILMAN CHARLES ALLEN HELPED TO OFFICIATE THE PET COSTUME CONTEST.





VENDORS

***PUPS IN THE PARK CELEBRATION***



AT THE PUPS IN THE PARK EVENT AFTER THE MUTT STRUTT, EACH VENDOR HAD A TABLE AT LANSBURGH PARK.



VENDORS

***PET PHOTOGRAPHER***



PET PHOTOGRAPHER TOOK PHOTOS OF THE EVENT AND PET PORTRAITS

