



## **FOR IMMEDIATE RELEASE**

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## **DINNER PARTIES FOR DOGS FACT SHEET**

Chef Michael's® has partnered with House Party to host 1,000 Sunday Supper House Parties for dogs and their owners on August 16. This marks the first pet-themed House Party™ event where dogs will dine on thoughtfully-prepared meals with their canine pals in the comforts of a home, which is the perfect venue to celebrate the launch of Chef Michael's canine creations nationwide.

### **Chef Michael's Sunday Supper House Party – Invitation to Host**

- To host a Chef Michael's Sunday Supper House Party event, dog owners can log on at [www.houseparty.com/chefmichaels](http://www.houseparty.com/chefmichaels) to register. House Party will select 1,000 registrants to host parties on August 16.
- Some of the criteria for selecting Chef Michael's Sunday Supper Party hosts include their love for their dogs and their enthusiasm for the new Chef Michael's brand.

### **Chef Michael's Sunday Supper House Party – Events**

- The Chef Michael's House Parties are for dogs and their owners to get together and enjoy a Sunday Supper event together.
- On August 16, Chef Michael's will host more than 1,000 Sunday Supper House Parties for dogs in homes nationwide and anticipate treating more than 10,000 dogs to Chef Michael's canine creations.
  - Dog owners will be invited to take part in the Sunday potluck supper by bringing their own signature dishes to share with their fellow dog lovers.
- Hosts will receive party packs which include décor, activities and doggie bags complete with product samples. The theme is Sunday Supper and we anticipate each host will put their own twist to make their doggie and potluck dinner party their own special event.

### **House Party - Background**

House Party is a consumer activation and experiential marketing services company that specializes in engaging thousands of qualified consumer advocates to host in-home parties where a brand or product is at the center of the party. Hosts invite their friends into their homes to hold a fun, authentic party. Each event is tracked and monitored by a custom-branded micro-site, launched to gather, galvanize and manage the party community and track the powerful and carefully engineered outcomes of each House Party event. For more information, visit [www.houseparty.com](http://www.houseparty.com).