

EVENT'S SECOND YEAR

DogJam! brings fun, competition to harbor



JOHN WILLIAMS/SENTINEL JOHN WILLIAMS/SENTINEL

A group of stand up paddle boarders and their dogs mingle in the Santa Cruz Harbor on Saturday during DogJam!

Events
Event serves as fundraiser for shelter

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SANTA CRUZ — Decked out in matching yellow life vests, Hawaiian leis and fake grass hula skirts, Juny and Z proudly pranced around the parking lot at the Santa Cruz Harbor Saturday after winning two of four competitions held as part of the second DogJam!

The two rat terriers and a third dog jointly won the “Best Costume” contest for their attire, meant to mimic that worn by the three Hawaiian princes who first introduced surfing to Santa Cruz in 1885.

The trio also won in the “Most Dogs on an SUP,” or stand-up paddleboard, organized by Neil Pearlberg, owner of Santa Cruz Stand Up Paddleboard Co.

And they probably would’ve won the “Paddle Board & Pooch Race,” too, if Z — who later stood in the parking lot quivering in his tiny, still-wet life vest — hadn’t gone rogue.

“During the race, when I was coming around the Chardonnay dock, I was in first place and then



Milena DeWitt, 20 months, holds Chico during DogJam! on Saturday at the Santa Cruz Harbor.

JOHN WILLIAMS/SENTINEL

Z decided to go swimming,” Santa Cruz resident Sunny Sanoff, the rat terriers’ owner, said with a good-natured laugh. “I couldn’t leave him just floating around the harbor.”

Joanie DeNeffe organized the event for the second year as a fundraiser for the Santa Cruz Animal Shelter, which two years ago moved to its new location at the intersection of Seventh Avenue and Rodriguez Street in Live Oak.

Melanie Sobel, the shelter’s general manager, said the event not only raises funds for the shelter’s various programs and improvements to the facility, but also is meant to raise awareness about its new location and services offered.

The shelter takes in about 7,000 stray, unwanted, abandoned, mistreated and injured animals each year, and in an effort to cut that number down, the shelter recently launched a low-cost Planned Pet-

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AT A GLANCE

For information about the Planned Pethood program, go to www.scanimalshelter.org or call 454-7200.

hood program.

Its goal is to get as many pets residing in Santa Cruz County spayed and neutered as possible, Sobel explained. Of particular importance is fixing pit bulls, which make up about 17 percent of all dogs surrendered to or taken in by the shelter, according to a news release from the organization. Any pit bull residing in Santa Cruz County can be neutered for only \$50 as part of a special “Fix-a-Pit” component of the program.

“Planned Pethood” also provides low-cost rabies vaccines and microchips, Sobel said. Combined, these services will cut down on unwanted births, allow for better public safety and increase the likelihood that lost pets can be reunited with their owners.

The shelters are located at 2200 Seventh Ave. in Live Oak and 580 Airport Blvd. in Watsonville. For information, call 454-7200.