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To: Margy Vogt
Subject: The Bg Read: Dog Hike

News Release: MassMu Invites the Community to *The Call of the Wild* Dog Hike

On **Saturday, April 26**, the Massillon Museum, with the collaboration of the Massillon Parks and Recreation Department, will host *The Call of the Wild* Dog Hike beginning at 10:00 a.m. at the Massillon Recreation Center. Dog owners and their friendly pets are invited to trek north...just like Jack London. The group hike will follow the Ohio and Erie Canalway Trail on top of the levee to the Lake Avenue Trailhead, where dogs will receive a little bag of “gold” treats in keeping with the Alaska Gold Rush theme.

The event is free and open to all genial pooches. Dogs must wear a leash and owners must bring clean-up supplies. No reservations are required. Park and meet in the north end of the Recreation Center lot, 505 Erie Street North in Massillon.

Christa Lancaster, outreach program supervisor for Massillon Parks and Recreation Department, is chairing the Dog Hike in cooperation with the Massillon Museum. She says it will be part of “The Day of Walking” and a great way to start getting in shape for the summer. The MS Walk will also be starting and ending at the Recreation Center; those walkers will be using the Sippo Valley Trail. For more information, she can be reached at 330-832-1621.

The Dog Hike is part of The Big Read: Western Stark County Reads *The Call of the Wild*, a National Endowment for the Arts project spearheaded locally by the Massillon Museum with the collaboration of Massillon Public Library. It is a month-long celebration of *The Call of the Wild* by Jack London. Organizers selected the book because the author's mother, Flora Wellman, grew up in Massillon. The community is encouraged to read and discuss the book throughout the month of April.

The Dog Hike is one of 19 events to encourage the community to read *The Call of the Wild*. Copies of *The Call of the Wild* may be checked out at the Massillon Public Library, which has bolstered its Jack London collection for The Big Read. Books may be purchased at the Massillon Museum (121 Lincoln Way East in downtown Massillon), the Massillon Public Library (208 Lincoln Way East in downtown Massillon), and The Village Bookshelf (746 Amherst Road Northeast in Massillon).

Free readers' guides are available at the Museum, the Library, and at offices and businesses throughout the area. Everyone who reads the book will be encouraged to sign a “dog tag” to be displayed at the Museum or the Library.

The Big Read is an initiative of the National Endowment for the Arts (NEA) designed to restore reading to the center of American culture. The NEA presents the Big Read in partnership with the Institute of Museum and Library Services and in cooperation with

Arts Midwest. The Big Read brings together partners across the country to encourage reading for pleasure and enlightenment.

Local organizations and individuals collaborating with the Massillon Museum include: the Massillon Public Library, the Lions Lincoln Theatre, Mayor Francis H. Cicchinelli, John Kiste, Massillon Parks and Recreation Department, Rotary Club of Massillon, the Massillon Area Chamber of Commerce, *The Independent*, the Fairless and Massillon school systems, State Representative Scott Oelslager, Massillon Cable TV, the Chit Chat Coffee Shop, Canal Fulton Public Library, the Canal Fulton Senior Center, Ashland University, George Nicholis, Eric Myers, Richard Gercken, Margy Vogt, The Canton Symphony Orchestra, The Wilderness Center, Bocca Grande Restaurant, Kozmo's Grille, and many community volunteers.

For more information about The Big Read, call 330-833-4061 or visit www.massillonmuseum.org or www.NEABigRead.org.

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