



OFFICIAL ATTEMPT

On Oct. 2nd: A Bid to Break the GUINNESS WORLD RECORDS™ Title for the Largest Dog Wedding Ceremony
'Diamonds in the Ruff,' hosted by the Kane County Cougars Baseball Foundation at Northwestern Medicine Field in Geneva, Ill., is a lifesaver for U.S. military veterans & animal rescue groups

Sept. 8, 2022– A bid to set a new GUINNESS WORLD RECORDS title for the **Largest Dog Wedding Ceremony** is coming on Sunday, October 2nd to Northwestern Medicine Field in Geneva, Ill., about 40 miles west of Chicago.

The Kane County Cougars Baseball Foundation and Robust Promotions aim to crush the 15-year-old record of 178 couples at the ballpark, 34W002 Cherry Lane.

Dubbed “Diamonds in the Ruff,” the light-hearted event has a serious mission: to raise money and awareness for non-profit organizations, including a national group that pairs service dogs with military veterans who struggle with mental health and die by suicide at alarming rates.

Organizers hope to raise \$100,000 for K9s For Warriors and 12 other service animal organizations and local pet adoption groups. Determined to end veteran suicide, K9s For Warriors is the nation’s largest provider of trained service dogs to military veterans suffering from post-traumatic stress disorder (PTSD), traumatic brain injury and/or military sexual trauma. On a daily basis, nearly 20 veterans take their own lives, and since 2001 there have been four times as many veterans who have died by suicide than the number of U.S. military personnel who died in combat in Iraq and Afghanistan.

Through cash and in-kind donations, the Kane County Cougars Baseball Foundation gives over \$1 million annually to the community. Dr. Bob Froehlich, Cougars owner and CEO, said “Diamonds in the Ruff” is a perfect match for the organization.

“We are a bit quirky and always push the marketing envelope, so hosting a massive dog wedding is a natural for us,” Froehlich said. “One of our biggest areas of focus has always been veterans and active military. In many ways, our organization was made for this event.”

Leslie Allison-Seei and her husband, Greg Seei, own [Robust Promotions](#), a Villa Park, Ill.-based firm with extensive professional promotional-and-marketing expertise. They coordinated a dog wedding ceremony last September in Villa Park that joined 80 canine couples in tongue-in-cheek matrimony. The event sparked extensive media attention throughout the Chicago-area market, as well as coverage in national outlets, including *People* and *The New York Times*.

In January, Allison-Seei approached Froelich about the Cougars' foundation helping make another record attempt. The GUINNESS WORLD RECORDS title in the category, set in Littleton, Colorado, was [established in May 2007](#).

"It's a silly way to raise funds and awareness about a very serious cause. We want to have an event that helps save lives, human and canine, and also brings people a lot of joy while breaking a GUINNESS WORLD RECORDS title," said Allison-Seei. "But the biggest motivation is having a positive impact on the lives of brave men and women who have served our country."

Stephanie Vogt, community relations manager at K9s For Warriors, said service dogs help veterans "return to a life of dignity and independence."

"We couldn't be more excited to be a part of this awesome attempt," Vogt added. "Diamonds in the Ruff will allow us to continue changing veterans' lives for the better and give new purpose to rescue dogs."

Those unable to participate in person have also been able to play an active role in the initiative. Until Sept. 3rd, organizers held a "Voice Your Vows" contest, in which dog owners uploaded a brief video at voicemyvows.com of their dog "barking, singing, howling or talking."

Later this month, out of 10 finalists who advance based on votes received, a panel of celebrity judges will choose one grand-prize winner and one runner-up based on criteria that include originality, creativity and musicality. The grand-prize-winning dog will have its picture appear on the NASDAQ billboard, win a trip for two to New York City to see it in person, and receive lifetime veterinary care in the form of a \$10,000 check. The top 10 videos will be played during "Diamonds in the Ruff."

London-based and [world-renowned magician Martin Rees](#), a five-time GUINNESS WORLD RECORDS title holder, will serve as emcee for the event and will perform a variety of tricks at "Diamonds in the Ruff."

Rees will also officiate the vows with an "ordained canine minister," a dog named Reverend Henry Cleotis Farnsworth III. The magician's translation of the vows from canine to English is for the human guests' benefit. Although Guinness World Records rules prevent the dogs from dressing up for the ceremony, their humans are highly encouraged to come in festive wedding garb.

The lead sponsors of "Diamonds in the Ruff" are [Pet Supplies Plus](#), the nation's largest pet retail franchise, and [The Gold Leash Pet Hotel and Daycare](#), based in Carol Stream and Naperville, Illinois.

In addition to K9s For Warriors, online at <https://k9sforwarriors.org/>, the participating rescue groups for "Diamonds in the Ruff" are:

Greater Chicago Cage Bird Society, <https://www.gccbc.org/>
New Start Dog Rescue of Illinois, <https://www.newstartdogrescue.org/>
Rover Rescue, <https://roverrescue.org/>
Tiny N Tall Rescue, <https://www.tinyntallrescue.com/>
Underdog Railway Rescue, <https://business.facebook.com/underdograilway/>
Kane County Animal Control, <http://www.kanecountypets.com/>
V.E.T. Service Dogs NFP, <https://vetservicedogsnfp.org/>
Paws 4 U 4 Ever, <https://www.4paws4u4ever.com/index.html>
Border Tails Rescue, <https://www.bordertailsrescue.org/>
Almost Home Foundation, <https://www.almosthomefoundation.org/>
Players for Pits, <https://www.playersforpits.com/>
DuPage County Animal Services, <https://www.dupagecounty.gov/animalservices/>

To register, learn more about the fundraising efforts and other details, visit www.LargestDogWedding.com