

# MEDIA RELEASE

## Celebrating Dogs as Champions of Mental Health Pawsitive Steps Festival Returns

### FOR IMMEDIATE RELEASE

Wednesday 30th of January 2025 | Sydney, Australia.

Led by **Mind Connections Foundation**, the annual festival combines dogs and mental health to deliver a fun-filled family day out that fosters well-being and celebrates the bond between humans and their canine companions. This festival is set to take place on **Sunday 23rd of March 2025** at **Rouse Hill Town Centre**.

The therapeutic value of our relationship with our pets, particularly dogs, is increasingly recognised by researchers. The 2024 results of the American Psychiatric Association [Healthy Minds Monthly Poll](#) released jointly with the American Veterinary Medical Association seem to align with that adage. Pawsitive Steps started 11 years ago right here in Sydney and has continued to advocate for dogs ever since. [READ THE FULL ARTICLE HERE](#).

#### ABOUT THE EVENT

**Pawsitive Steps Festival** is a fundraising initiative that offers a unique blend of activities to nourish the mind and body alongside their dogs. Attendees will experience:

**Walk for Wellbeing** – A fundraising walk where participants and their dogs step out for mental health awareness.

**Pawsitive Playdome** – A fun-filled zone offering games and exercises for both dogs and owners to stay active and connected.

**'Paws' Stage** – Featuring a diverse range of entertainment for all ages, including Puppy Pilates and performances by The Balloon Guy.

**Pawshion Show** – A Dog Fashion Show Competition for a thrilling showcase featuring your dog.

**Variety Stalls** – Food, dog accessories, and health products for dogs and their owners.

**Our Line-up** <https://www.pawsitivesteps.com.au/line-up> including Dr. Rob Zammit, Nicole and Baby, Matt Falloon and more.

**Visit** <https://www.pawsitivesteps.com.au/>

#### WHO

Mind Connections Foundation is a Hills-based non-profit organisation that promotes mental health awareness and supports individuals and communities. By organising events like Pawsitive Steps Festival, the foundation seeks to create spaces that foster mental well-being, resilience, and community connection.

**Visit** <https://mindconnectionsfoundation.com.au/>

#### WHAT

The only festival dedicated to celebrating dogs as champions of mental health.

### **WHEN**

Sunday 23rd of March, 2025

### **WHERE**

Rouse Hill Town Centre – 10/14 Market Ln, Rouse Hill NSW 2155

### **WHY**

To make mental health organisations accessible. To highlight the role that dogs play in mental health support. To raise funds for Mind Connections Foundation.

### **FESTIVAL DETAILS**

<https://www.pawsitivesteps.com.au/>

### **MORE INFORMATION**

EOI'S are now open for partnerships and stallholders. Request a partnership prospectus by emailing [info@iconcorpevents.com](mailto:info@iconcorpevents.com)

### **RESOURCES**

2024 Photos – [Click Here](#)

2024 Re-Cap Video – [Click Here](#)

### **MEDIA AND EVENTS CONTACT**

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