

# Breeder's Choice®

CARE • INNOVATION • PURITY

## FOR IMMEDIATE RELEASE

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## PET FOOD COMPANY EXPANDS PROGRAMS SUPPORTING BREAST CANCER CAUSE

### Aims to Increase Local Therapy Dog Volunteer Programs; Offers Consumer Array of Pet Product to Raise Funds

**IRWINDALE, CALIF. (August 2, 2004)** – National pet food company Breeder's Choice today kicks off its second annual "Caring for Both Ends of the Leash"™ program to screen and recruit new therapy dogs to serve as therapy pet volunteers for hospital patients, while continuing to raise awareness about the value of human-pet relationships. Partnering with the Susan G. Komen Breast Cancer Foundation, beginning Sept. 4, the company will host double the local community events offering free screenings to local dogs and their owners in several cities.

"The community response to last year's events was incredible," said Jeff Taylor, executive vice president, Breeder's Choice. "There is such demand for animal assisted therapy, and we're very proud to help motivate and connect local dog owners to these valuable community programs where you can make a difference as a dog-owner team."

The expansion of the therapy dog recruitment events will allow even more local dog owners an opportunity to receive a free therapy dog review and aptitude test from a certified Evaluator from the Delta Society®, a national volunteer-based organization dedicated to improving human health with therapy animals. This year's events will be held at independent pet supply retailers and PETCO stores in the following markets:

Sat., Sept. 4	Beaverton, OR	Sat., Sept. 18	Denver, CO
Sun., Sept. 5	Portland, OR	Sun., Sept. 19	Denver, CO
Sat., Sept. 11	San Jose, CA	Sat., Oct. 23	Mission Viejo, CA
Sun., Sept 12	San Francisco, CA	Sun., Oct. 24	San Diego, CA

– more –

## PET FOOD COMPANY EXPANDS PROGRAMS/THERAPY DOG EVENTS

Page 2 of 2



Breeder's Choice Caring for Both Ends of the Leash also expands its consumer product offerings aimed at raising funds for the Susan G. Komen Breast Cancer Foundation. To help meet this year's goal to raise \$50,000, beginning Sept. 1, Breeder's Choice will offer year-round a new **AVODERM "KOOKIES"** dog treat as an extension to donations from specially marked bags of Avoderm dry cat and dog food. Ten percent of sales of AvoDerm products featuring the signature "pink ribbon leash" logo are donated. Other pet products are also being offered including: Coastal Pet Products' new *Breast Cancer Awareness Adjustable Collars and Leashes* -- matching leash and collars in vibrant pink with the symbolic pink breast cancer ribbon motif; and Planet Dog's favorite ball, the *Orbee-Tuff® Ribbon Ringo*, designed with the signature pink ribbon in mind. Products will be sold beginning Sept. 1 at designated independent pet supply retailers as well as select PETCO stores nationally.

Breeder's Choice continues sponsoring several Komen Race for the Cure® events held in cities across the country. For more information about the Breeder's Choice line of retail pet products and its "Caring for Both Ends of the Leash" program go to the company's website: [www.breeders-choice.com](http://www.breeders-choice.com).

**ABOUT BREEDER'S CHOICE:** Third-generation, family-owned and operated Breeder's Choice Pet Foods has been dedicated to caring for pets for more than 50 years. An industry innovator in new product development since its early days the company is regarded by the industry as one of the highest quality developers and manufacturers of premium natural pet foods. While many of its lines are developed for specific pet health concerns, all are intended to be used as preventative care in adding longevity to a pet's life. The family of Breeder's Choice pet products includes: AvoDerm, its flagship brand made from real avocados and designed to improve skin and coat; Active Care, developed as a remedy and preventative product targeting canines who often experience or are by the nature of the breed prone to achy or painful joints; Pinnacle, a high-grade, holistic nutritionally balanced feeding program; Select Choice Advanced Pet Diets (APD), targeting digestion and high performance; Perfect Servings, warm meals and frozen raw meat mini-patties for finicky dogs; and Health Food for Dogs, a fun and healthy alternative to many premium pet foods. More information about the company and retailers that carry its products can be obtained at its website, [www.breeders-choice.com](http://www.breeders-choice.com), or by calling (800) 255-4286.

**ABOUT COASTAL PET PRODUCTS:** Coastal Pet Products, Inc., founded in 1968, is the world's largest and premier pet collar and lead manufacturer. Known as the quality leader, Coastal's products include nylon, leather, chain, grooming, shampoos, housebreaking pads, toys and more. Website: [www.coastalpet.com](http://www.coastalpet.com)

**ABOUT PLANET DOG:** Planet Dog is a globally recognized designer, developer and manufacturer of innovative, high quality, award-winning pet products that can provide all you need in rolling out a top-of-the-line pet category at a competitive price. The brand, alongside Patagonia, Ben & Jerry's, and Smith and Hawken, celebrates a lifestyle that is not commonly seen in the pet products market. Planet Dog recognizes pet owners' desire to share their active lifestyle with pets from backyard games and city parks to hotels and dog spas. Website: [www.planetdog.com](http://www.planetdog.com).

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