

BLUE DOG BAKERY™

News from Blue Dog Bakery

July 2009

Happy July!

This month's newsletter features tips on how to have a safe and fun Fourth of July with your dog, as well as our newly released coupons. I would like to congratulate the runners from last weekend's Seattle Rock 'N' Roll 1/2 and Full Marathon. Blue Dog Bakery contributed samples and coupons in each of the runner's registration bags.



Additionally, TEN lucky runners got Blue Dog Bakery running shirts for the race! Overall, it was a great weekend and we look forward to the next Rock 'N' Roll Marathon.

I am also excited to announce that Blue Dog Bakery is now on Facebook AND Twitter! Follow the link on the

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Happy 4th of July! Keep Your Dog's Safety in Mind.



(Amazing Hot Air Dog Balloon! - look how small the people are)

Sometimes when caught up in the excitement of celebrating the 4th of July, we forget how sensitive our furry friends are to noise. Dogs ears are far more sensitive than human ears, and this must be taken into account when making your Fourth of July plans. Here are a few helpful tips to make sure you and your dog have a safe, enjoyable over the weekend.

1. Resist the urge to take your dog with you to watch the fireworks. The intense commotion of fireworks is overwhelming to dogs. If you know that your pet is distressed by loud noises like thunder, consult with your veterinarian before July 4th for ways to help alleviate the fear and anxiety he or she will experience during fireworks displays.

2. Stay home with your dog. A panic-stricken dog can do unthinkable things in an effort to escape the sounds of fireworks. Try to plan ahead before making plans to leave the house. If you ARE planning on leaving your dog home alone, remember that some dogs can become destructive when frightened. Be sure to you've remove any items that your dog could destroy or that would be harmful if chewed. Leave a television or radio playing at normal volume to keep him company while you're attending Fourth of July picnics, parades, and other celebrations.

3. Never leave an unattended pet in the yard, even if you have a fence. Each year, local humane societies have an influx in "stray" dogs around the 4th of July. This is due to the number of pets that are left unattended, and escape out of fear. Like humans, dogs act out of character when in a panic. A scared dog might also become entangled in it's leash or chain, risking sever injury. Instead, crate your dog in a quiet, safe area.

4. Always pack water. Make sure to have a water dish and water (if water is not readily available where you are going) with you at all times while traveling with your dog. Dogs sweat through their paws, and often pant to cool off. Make it as easy as possible for them to keep cool, and stick to the shade, keeping the water, and your dog as cool as possible

5. Do NOT, under any circumstances, leave your dog in the car. Dogs are at a high risk for heat stroke, especially in the dead of summer. Cracked windows do not provide enough air, and just a few short minutes in a sweltering hot car can have extremely damaging effects on your dog's health. Make sure to have a water dish and water (if water is not readily available where you are going) with you at all times while traveling with your dog.

6. Identification tags are a MUST! Check once then check again to make sure that your dog has its tag on. As mentioned earlier, dogs are at a higher risk of escaping in stressful situations. If for any reason your dog gets lost or runs away, a dog tag makes their safe return much more likely. Also consider having your dog microchipped. In the event his tag/collar is lost, a microchip is a more permanent means of identification. If you find a stray dog without a tag, take it to your local animal shelter.

7. Don't scold a scared dog. Remember, if your dog is panicking it is out of fear. Each dog reacts differently, so remember to have patience with your pet. Scolding him while he is afraid will only confuse him, and create more anxiety.

And finally, I want to wish everyone a safe and fun-filled Fourth of July weekend!

Written by Lara Thompson-Kravik

Reminder: Blue Dog Bakery was NOT involved in the Peanut Butter Recall.

If you have trouble locating any of your favorite Blue Dog Bakery treats, you can find them online at [Amazon.com](https://www.amazon.com). Treats are sold by the case (6 boxes per case) and Amazon often runs great promotions and usually pays the freight costs as well.



MEATY treats

with (4) new flavors

- Grilled Steak,
- Roasted Chicken,
- Liver and
- Beef & Bacon.

These low fat treats are made with NO ANIMAL BY-PRODUCTS! Your dog will go nuts for them.

Available now at: Safeway, Genardi's, Vons, Pavillions, Carr's, Dominick's, Dillons, Fred Meyer, Frys, King Soopers, Kroger, QFC, Ralphs, Smiths, Jewel, Lowes, Dierberg's, A&P, Waldbaum's, Super Fresh, Food Emporium, Giant Landover, Stop & Shop, Albertson's and Amazon.com

20 oz Peanut Butter & Molasses and 20 oz MORE Flavors, 16 oz MEATY Flavors are on promo at:



**10 oz PB Doggie Paws, 10 oz PB Softies and
NEW 12 oz Small Snacks/PB & Molasses are on promo:**

