

BLUE DOG BAKERY™

News from Blue Dog Bakery

March 2011

March

Happy Saint Patty's Day

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Being that Blue Dog Bakery loves to donate to various dog rescues, organizations and humane societies, I have

included an article this month about a group that is promoting responsible dog ownership. I found it to be touching, and inspiring, and I hope you will too.

For a chuckle, you can read "What Pets Write in their Diaries." I promise you a good laugh. I've also included some photos from the Petsmart Petwalk we attended last week, and an update on where you can find us this month!

Also, be sure to read "Our Fan Brutus" for your chance to win some Blue Dog Bakery treats!

Give those dogs a big hug from me.

Lara

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Congratulations to Kess!

Congratulations to Kess -- our March Blue Dog of the Month! To see her winning photo and read more about her, check out our [Blue Dog of the Month](#) feature.

Thank you to everyone that submitted photos for Blue Dog of the Month - March! We think every dog is a winner, so find your photos on our [website](#) or our [Facebook page](#).

Submit your dog to be the Blue Dog of the Month by e-mailing us a photo, your first name, hometown and a few sentences telling us what makes your dog special. *(Note: Dogs only please)* Even if your dog isn't chosen, we will post your photo on our website to show the world how cute s/he is!

We chose from each pool of photos submitted on a monthly basis -- so please re-send your photos each month if your pooch is not chosen.

Our Fan Brutus

Today we received a package from one of Blue Dog Bakery's fans, Brutus. Brutus sent us a nice note, and a whole bundle of UPC barcodes that had been saved to show how much he LOVES our treats. His note reads as follows:

Dear Blue Dog,

I love your cookies, they are the only cookies good enough for me to eat. My owners have been bringing them home for me as long as I can remember. I tell my buddies on the other side of the fence how lucky I am. So I was wondering since times are tough, can you send some coupons to

give to my parents to keep me happy. I am sending you some of the UPC symbols to show how loyal I am to your yummy cookies.

Love,
Brutus WOOF WOOF



Here comes the fun part: we are sending FREE BOX coupons and a Blue Dog T-Shirt to the one lucky Blue Dog lover that can guess the number of UPC barcodes Brutus sent us. We will select a random winner from the pool of correct guesses. One entry per person/e-mail address.

If you are a fan of ours on Facebook, you are allowed one Facebook entry as well. Winner will be chosen Friday March 11th, 2011 and [announced on our homepage](#).

What Pets Write in their Diaries

Anonymous

Excerpts from a Dog's Diary.....

- 8:00 am - Dog food! My favorite thing!
- 9:30 am - A car ride! My favorite thing!
- 9:40 am - A walk in the park! My favorite thing!
- 10:30 am - Got rubbed and petted! My favorite thing!
- 12:00 pm - Lunch! My favorite thing!

1:00 pm - Played in the yard! My favorite thing!
 3:00 pm - Wagged my tail! My favorite thing!
 5:00 pm - Blue Dog Bakery treats! My favorite thing!
 7:00 pm - Got to play ball! My favorite thing!
 8:00 pm - Wow! Watched TV with the people! My favorite thing!
 11:00 pm - Sleeping on the bed! My favorite thing!

Excerpts from a Cat 's Daily Diary...

Day 983 of my captivity...

My captors continue to taunt me with bizarre little dangling objects.. They dine lavishly on fresh meat, while the other inmates and I are fed hash or some sort of dry nuggets. Although I make my contempt for the rations perfectly clear, I nevertheless must eat something in order to keep up my strength. The only thing that keeps me going is my dream of escape. In an attempt to disgust them, I once again vomit on the carpet.

Today I decapitated a mouse and dropped its headless body at their feet. I had hoped this would strike fear into their hearts, since it clearly demonstrates what I am capable of. However, they merely made condescending comments about what a 'good little hunter' I am. The imbeciles.

There was some sort of assembly of their accomplices tonight. I was placed in solitary confinement for the duration of the event. However, I could hear the noises and smell the food. I overheard that my confinement was due to the power of 'allergies.' I must learn what this means and how to use it to my advantage.

Today I was almost successful in an attempt to assassinate one of my tormentors by weaving around his feet as he was walking. I must try this again tomorrow -- but at the top of the stairs.

I am convinced that the other prisoners here are flunkies and snitches. The dog receives special privileges. He is regularly released - and seems to be more than willing to return. He is obviously not all there..

New club promotes safe, responsible dog ownership

by Bob Petrie

The motto of the newly formed Lakeshore Bully Club is "Remarkable Dogs, Responsible Owners."

It's a message that the four founding members of the nonprofit group take to heart, as they strive to promote responsible ownership of pit bulls in the Sheboygan community, adding that with the right owners and the right care, pit bulls can be loving, caring dogs.

"We want to help people in this community ... who may never have interacted with a pit bull and might have a negative idea of what the breed's all about, we want to familiarize them with the breed and help them realize that they're just dogs," said Rebecca Barisas, 38, of Sheboygan, who serves as the treasurer of the Lakeshore Bully Club.

The organization hopes to raise funds to provide discounted spay and neuter programs, host community outreach "meet and greet" events with their dogs, and promote proper pet licensing

with the City of Sheboygan and other municipalities.

"The need is more now than ever (for responsible pit bull ownership)," said Rachel Now, 23, who owns a 3½-year-old female pit bull mix named Mya.

The organization was formed following a lengthy - and contentious - discussion among city officials and aldermen over the creation of a dangerous dog ordinance. The original measure, as proposed by Ald. Scott Versey, would have targeted specific breeds as dangerous dogs, including pit bulls.

The uproar from pet owners led to the formation of a special subcommittee that helped draft an ordinance to curb dangerous and vicious dogs, but not a law that was breed-specific.

"We recognized that there were some legitimate concerns about irresponsible ownership with dogs, specifically bully breed dogs," said Carla Wolowski, 38, marketing director of the Lakeshore Bully Club, and owner of a 6½-year-old American Staffordshire Terrier named Elvis. "There was some concern in the community."

Wolowski said the ordinance that was approved by the Common Council was able to address the problems of dangerous dogs, without singling out any particular breeds.

Lakeshore Bully Club members contacted the founders of the Brew City Bully Club, formed in 2008 to deal with the same kind of issues in the greater Milwaukee area, for help and guidance in setting up their club in Sheboygan.

"They asked for a lot of advice, and they asked for anything that we could let them know what we did right, what we did wrong, and I think that's just a really responsible way to start something," said Michelle Serocki, 37, of Hartland, who along with her husband, Jeremy, helped found the Brew City Bully Club, several years after acquiring a pit bull puppy named Capone.

"Our mission is to rehabilitate the reputations of the pit bull with great emphasis on reducing fear in the community," Michelle Serocki said. "We feel awful that folks have to live in fear of this animal and walk to the other side of the street and feel uncomfortable in their own neighborhood. That's really a sad state of affairs."

The Brew City Bully Club holds about 40 outreach events a year, mainly at street fairs and other outdoor activities, bringing their pets and information about the group to the public. They have spay and neuter programs and have helped with 48 spays and neuters of pit bulls so far this year, with a goal of 400 by year's end. They also talk to pit bull owners about being responsible about their pets.

Serocki said that it's a difficult task trying to start a pit bull advocacy group, as opposed to other so-called more friendly breeds, such as golden retrievers.

"You're starting in a deep hole and you have to dig yourself out just to get a little bit of respect," Serocki said.

The Lakeshore Bully Club will host a kickoff fundraiser and raffle from 1 to 5 p.m. Sunday, March 6, at the Windjammer room at Lakeshore Lanes, and Serocki said members of the Brew City club will be there to support the new group.

"They're going to have to pay their dues and get people to understand that, 'We are not saying that they're not scary, we are not saying that you've got to love 'em, we're not saying they're the best dog in the world, we're not saying any of that,'" Serocki said. "What we're saying is you don't have to be scared out of your mind."

Barisas, the owner of a female red nose pit bull named Astrid, admires the job that the Brew City Bully Club has done in Milwaukee and hopes the Lakeshore club can do the same.

"We want to start the ball rolling with our goals," she said. "Brew City Bully Club started small and now they're doing huge things in that community."

Where in the world is Blue Dog?

Coming up in March, we are going to the Ugly Dog Contest in San Diego. The Ugly Dog Contest donates proceeds to the Helen Woodward Animals Center's Therapeutic Riding Program and Rancho Coastal Humane Society. The event features 13 different contests, including Best Trick and Cutest Dog. For more information, [click here](#). We hope to see you there!

In February we headed down to Tempe, AZ for the Petsmart Charities PetWalk. We kicked off the morning meeting lots of new faces, and noses, and were surprised by the cloudy weather and even MORE surprised when it started raining! It seems that we packed the Seattle weather and took it with us. Even though we got rained out, we still had a fabulous time with everyone that came out to support Petsmart Charities. Here are a few of our favorite photos from the event:





If you or your local shelter/organization have an upcoming walk, run or gathering, let us know. We'd love to donate treats and add you to our community calendar. E-mail me at lara@bluedogbakery.com.

Doggie Cremes

Hip & Joint Formula



Recently, we introduced our **Doggie Cremes - Hip & Joint Formula**. We have received many inquiries from Blue Dog fans about when the Cremes will be available on-line and we want you to know we are working as fast as we can to get it all set up. We will send out an e-mail update once the **Doggie Cremes** are live on our website, where you will be able to purchase them. Until then, they are available at select Walmarts.

Doggie Cremes - Hip & Joint Formula. Our special formula includes a glucosamine creme, that isn't degraded by heating or baking. **Doggie Cremes** are great for dogs of all sizes with 250mg of glucosamine to help support healthy hip & joint function. These treats will help put that puppy-spring into any dog's step.

Is Blue Dog Bakery missing in your store?

If you are having trouble finding our treats at your Walmart, Kroger, Safeway, Costco or anywhere else, continue to let us know.

We forward your e-mails and requests on to our buyers to help lobby to get your favorite treats back to your local stores. You make the difference!

You can always order treats from us at www.bluedogbakery.com.

10 oz Boxes on Promo
at the following retailers:



16 oz & 20 oz Boxes on Promo
at the following retailers:

