



NEWS RELEASE

FOR IMMEDIATE RELEASE May 2008

Contact Mike Cipolla mikecipolla@yahoo.com 817-732-3647

Will Dog Days of Our Texas Summer Daze Your Dog? *At Cowtown Canines, Fido Will Have It Made in the Shade*

(Fort Worth, TX) -- The dog days of summer are no stranger to North Texans than bluebonnets along the highway in spring, but dog owners seldom worry about the negative impact that the Lone Star sun can have on family pets until it becomes, well, a hot issue—and a detriment to pet health.

As Fort Worth further refines its dog-friendly image, businesses across Tarrant county are addressing such issues in ways not unlike caring for small children with working parents—daycare. Most households have members working away from home, so pets needing attention and exercise need options, too. A local doggie day care facility in west Fort Worth, Cowtown Canines, has a cool solution.

Cowtown Canines is a safe, shaded haven for dogs to romp at a price as (or more) affordable than human child care--roughly \$20 a day. To get into this 1800 sq. ft. climate controlled facility, Spot must successfully pass the screening process required of all dogs before gaining a spot. Then, with a passing grade, energetic, four-legged sidekicks will be welcomed into a pack of playmates for the day.

Cowtown Canine activities range from dog-oriented television time in the lounge and napping on bouncy beds indoors to splashing in the puppy pool and running around their own 1000 sq. ft. shaded yard. All activities are under supervision by Cowtown Canines' trained doggie day camp counselors.

“The benefits of socialization and time away from home cannot be ignored when considering your dog’s physical and psychological health,” says Mike Cipolla, owner of Cowtown Canines and dog-enthusiast. “At the end of the day, there’s also something to be said for having a dog as ready for an evening in front of the television as you are.”

Benefits extend beyond your own backyard, too. During the month of June, Cowtown Canines is donating 10 percent of all boarding revenue (yes, there’s overnight boarding as well as day time care) to the Greyhound Pets of America-North Texas Chapter.

To be ready for the dog days of summer, talk to Cowtown Canines, located on 4601 Benbrook Highway in Fort Worth, phone 817-732-DOGS (3647). Or email ccanines@sbcglobal.net. They are on the web at <http://www.cowtowncanines.com>.

###