



**SAM'S DOGGIE DIGEST**  
**Lucky Dog's chief greeter keeps you up to date on all the latest trends and happenings.**



**GREETINGS**

**APRIL 2007**

VISIT OUR STORE FORWARD TO A FRIEND

Dear %%NAME%%,

Greetings, pet owners. Spring has definitely sprung and that slobbering friend of yours isn't waiting by the door with a [leash](#) in his mouth for nothing. It's playtime. Get out there and have fun! Just remember to behave yourselves. If your Lucky Dog is a city dweller like me, perhaps you're familiar with the standards and practices of urban dog etiquette. If not, here are a few hot tips to keep unfriendly barking to a minimum (on both sides of the leash).

- Scoop the poop. A wise man once said, "It's better to have a [poop bag](#) and not need it than to need a poop bag and not have it."
- Keep it short & sweet. [Retractable leashes](#) are great for walks around the block and provide security and control for your canine.
- Shed some light. Keep you and your pooch safe with a reflective leash or pet blinker for playtime after the sunshine.

- Be sociable! San Diego has lots of cool parks, beaches and pet friendly events for all to enjoy. Get out there and make some play dates.

Oh, and speaking of pet friendly events... don't forget to sign up for the 16th Annual Pug Party. This year's theme is "Pug O de Mayo" and it takes place on (you guessed it) the 5th of May. Each year, hundreds upon hundreds of Pugs come together at the Del Mar Fair Grounds for this wonderful event. Don't miss out on the fun!

Be sure to catch Tess Faulk's very own, Homer the one-eye Pug (2006 Most Distinguished Senior Pug of the Year) hand over his crown as he presents this year's award to the next MDSP. Only at the 16th Annual Pug Party. Visit [www.pugbutts.com](http://www.pugbutts.com) for more info. Read about last year's event [here](#).

Anyway, I hope you all had a great Easter and Passover (just be sure to keep a heads up for Mother's Day).

Happy shopping,

Sam

**SAMMY'S SPECIAL**

I know this is probably in bad taste, being that Easter was like, two weeks ago, but these [Rabbit Ears](#) are really delicious and I think you should try one. Heck, I'll even give you one for free!

You heard it here first, folks. I'm giving away a Rabbit Ear to everyone who places a web order for the rest of the month.

Just add one to your basket and enter **HIP HOP** into the coupon code box upon checkout to receive this special offer!

Enjoy!



**HEALTHY LIVING WITH LILA**

YOU ARE WHAT YOU EAT!

As I mentioned last month, the topic of conversation for April is food (and what better timing). The [food recall](#) has many of you asking questions about safety, health and choosing the right diet for your pet.

At Lucky Dog, we take pride in knowing exactly what's in the food we offer. Our well informed staff has done its homework, and we're here to keep you healthy and help you stay informed. Put your mind at ease and read on to hear about the great foods available in our store. Nature's Variety Prairie, Innova Evo and [Honest Kitchen](#) are our top picks for the healthiest diets available. Each of us here at Lucky Dog use these foods and we are very picky about what we eat!

Nature's Variety Prairie offers you a kibble unlike any other. Instead of cooking the entire kibble, Nature's Variety adds a freeze dried bio-coating to avoid overcooking and loss of nutritional value. Prairie includes healthy, free range meats for quality protein and whole grains for proper digestion.

Innova Evo is the first completely grain free kibble! It's as close to a raw diet as you can get in kibble form. So progressive! We offer kibble for both cats and dogs and Evo can foods are 95% meat. Way to go, Evo!

Honest Kitchen's brand of dehydrated raw food provides a raw diet without taking up the freezer space (making it number one in my kitchen)! This food contains human grade ingredients like free range, antibiotic free meats. Choose from chicken & vegetables, turkey & vegetables, or beef & vegetables with whole oat grain. Just add water!

All of the foods mentioned use fresh, whole ingredients rather than millings or by-products (like factory waste). These foods contain no toxic ingredients, no rancid or highly preserved animal fats, no unsafe chemicals and no artificial preservatives.

You should also check out Dog Bible author Tracey Hotchner's [www.dogtalktheradioshow.com](http://www.dogtalktheradioshow.com) for additional words of wisdom on this unfortunate incident.

Eat paw-sitive,



Lila

**FEATURED EVENT**



**Back from a doggie nap...  
 It's W San Diego's Doggie Happy Hour**

**April 24th 5 p.m. - 7 p.m.**

Sniff out W San Diego next Tuesday, April 24th for a Doggie Happy Hour you won't soon forget. We're putting on a fanciful springtime fashion show featuring the hottest new styles for four-leggers.

Make sure you come thirsty! [Happy Tail Ale](#) is providing the pooches with their world famous beer for dogs. And that's not all... W San Diego has some great giveaways and prizes for the upcoming Mike White comedy, "[Year of the Dog](#)", starring Molly Shannon.

Guests of the hotel that reserve W San Diego's P.A.W. package will receive a [Dog Perignon](#) champagne plush toy, a complimentary issue of Hollywood Dog Magazine as well as a Lucky Dog V.I.P. (Very Important Pooch) card. For room reservations, visit [www.whotels.com/sandiego](http://www.whotels.com/sandiego).

W San Diego is located at 421 West B Street, San Diego, CA 92101. Get directions [here](#) from Google Maps.

We hope to see you at W San Diego where P.A.W. (Pets Are Welcome)!

**BIJOU'S FASHION FORECAST**

Well, puppy pals, I just arose up from my siesta in the dreamiest doggie disposition! I dreamt of ruffles, cherries and denim and it seems, thanks to [Ruff Ruff Couture](#), my dreams came true!

The [Pixie Dress](#) is ripe for the pickin' this season! A flirty 50s style sundress, this retro-chic style & sassy or bold & beautiful, Lucky Dog has exactly what you need to add a little spark to your wardrobe.

Fashionably yours,



Bijou

**FLOYD'S JOKE CORNER**

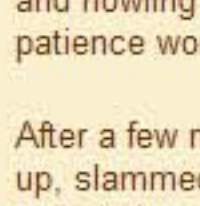
A little boy was practicing his violin in the living room while his father was trying to read the newspaper in the den.

The family dog was lying in the den, and as the screeching sounds of the little boy's violin reached his ears, he began to howl loudly.

The father listened to the dog and the violin as long as he could. But as the screeching and howling grew louder and louder, his patience wore thin.

After a few minutes more, the father jumped up, slammed his newspaper to the floor and yelled above the noise, "Seriously, can't you play something the dog doesn't know?"

Keep it goffy,



Floyd

**LUCKY DOG OF THE MONTH**



**We're not foolin' around. Riley is April 2007's Lucky Dog of the Month!**

Riley is a 1 and 1/2 year old Papillion/ Japanese Chin mix that lives with his mom, dad and 3 cats. Although he's little bit of a mama's boy, he can still play rough with the rest of them!

He's been coming to Lucky Dog for almost a year now. Visiting the store every Sunday is his special treat for a week of good dogginess.

Riley's a big fan of [Bully Sticks](#), Lucky Dog's [Homemade Cookies](#), his [Wubba Wubba](#), and of course his "[Bitches Love Me](#)" Tank.

Congratulations, Riley (you Lucky Dog, you)!

**SUBMIT YOUR LUCKY DOG**

**AS COUTURE TURNS...**

Check out these brand-spankin'-new goodies from everyone's favorite pet boutique!



"Happy Easter" Ribbed Tank



Fabergé Egg Cookie



Kitty Caviar



Playhen Henrietta



You can get these and many other luxury pet products by visiting our online store at: [www.SHOPLUCKYDOG.com](http://www.SHOPLUCKYDOG.com)

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