





ANGEL'S DOGGIE DIGEST

Lucky Dog's chief greeter keeps you up to date on all the latest trends and happenings.



GREETINGS

March 2009

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Dear %%NAME%%,

Top o' the morning to ya, Lucky Dogs!

St. Patrick's Day & daylight savings are in the bag, and you know what that means: certified springtime goodness awaits you! C'mon, you know that slobbering friend of yours isn't waiting by the door with a leash in her mouth for nothing. It's time to hit the streets!

And 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.

Now get out there and have a fun! Just remember to behave yourselves...

See you soon!

Angel

EXCLUSIVE ONLINE SAVINGS

This month's special offer is bound to get your four-legged buddy beggin' for more...

Buy any 16oz bag of Dogswell's six distinctive-formula, fortified [jerky treats](#) and receive a four pound bag of their [delicious new kibble](#) on the house!

Dogswell's Chicken & Oats Recipe Kibble contains fresh chicken, balanced carbohydrates, fresh fruits and vegetables, and chelated minerals. This all natural kibble even has added nutrients to help keep your dog feeling good and looking great!

Just add a bag of Dogswell's world famous jerky treats and one of their new kibbles to your

shopping cart and enter **WELLFED** into the coupon code box upon checkout to take advantage of this special offer.

PALOMA'S FASHION FORECAST

You smell that? Yeah, they call it spring... and boy is it sweet! Spring brings us longer days, warmer weather and livelier leashes (which hopefully all add up to more trips to the dog park).

Selecting the right leash can be as difficult as picking the right purse—especially for us fashionistas! If you've been reluctant to go retractable 'cause they clash with your super cool style, check out our new line of avant-garde leashes for your fashion-forward fido. These ain't your momma's retractable leashes, that's for sure. Available in wild & crazy varieties like [Animal](#), [Deathstar](#) and [Rambo](#), or the classic [Sherlock](#) and pretty [Princess](#), our avant-garde leashes are sure to please even the trendiest of dog walkers.

It's been fun, but I hear those keys jinglin'... it must be time for a walk!

Viva la fashion!



Paloma

FLOYD'S JOKE CORNER

A thirsty, talking dog walks into a local bar. The dog hops up on a bar stool, puts his front paws on the bar and whistles loudly at the nearby bartender.

Confused, the bartender squints at the dog and says, "What is it?"

The dog looks the bartender right in the eye and says, "Hey, guess what? I'm a talking dog."

Genuinely unimpressed, the bartender replies, "And...?"

"Have you ever seen a talking dog before?" asks the dog.

"I guess not," replies the bartender, "I suppose I was expecting this to be a little more exciting."

"Well, anyway, how about a free drink for the talking dog?" the dog asks.

The bartender thinks for a moment and says, "Alright. The toilet's right around the corner. Knock yourself out."

LUCKY DOG OF THE MONTH



**Zippidity do da!
March 09's LDotM
is... Zipper!**

Zipper is a 3 month old Brittany Spaniel who loves going on walks and investigating everything she comes into contact with... by sniffing it.

Zipper was recently rescued from a shelter where she was found with a broken leg. She is now healing well and has since happily adjusted to her new home!

Zipper loves all people and animals. She will just run up to people, sit in front of them, and wait for them to pet her. To get other dogs to play, Zipper loves to jump on their heads to encourage them to participate!

Her favorite toy is her pink fluffy bunny (which she has already chewed almost all of the tail off of) and her squeaky pink bone. Even though the pink plastic bone is almost

Keep it goofy,



Floyd

as big as her head is, she carries it around everywhere she goes.

Being the little hunting dog that she is, Zipper loves to play fetch with anything she can find, be it a tennis ball or a stick.

Zipper can't get enough of play time with other dogs, long walks and belly rubs! In just two weeks, she has learned "sit" and "come" and is excited to learn more when she starts puppy classes later this month!

Zipper sure sounds like a wonderful pup! We're betting she'll pass those puppy classes with flying collars...

SUBMIT YOUR LUCKY DOG 🐾

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Dogswell Happy
Hips



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Bed



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www.SHOPLUCKYDOG.com

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