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NEW Lost Dogs Home Recycle Bin

One of my customers recently confessed she had a pile of blankets to donate to the Lost Dogs Home - but was afraid to take them over there herself for fear of walking out with a carload of pups! Fear no more! You can now drop off any pre-loved items right here at our Lost Dogs Home Bin in the shop. They're always desperately in need of things like:

- Towels and blankets (though no pillows please - they tell me they no longer take them because of the feather fracas that ensues!)
- Dog or cat beds
- Collars and leads
- Toys

So drop off anything you can spare any time we're open, and we'll make sure they get to those deserving dogs and cats.



2nd edition and still barking mad!

Autumn 04

GREETINGS

Well, what a start to our new venture!

Georgie and Lilly and I survived our first frantic holiday season in the new store, and had a glorious time meeting hundreds of new customers and the parade of pets you brought through our doors.

Santa was a huge success. (Though I regretfully had to say no to one disappointed customer who *did* want a picture of her pet snake taken with the bearded one.) The picture-taking proved so popular that we've invited The Easter Bunny in to give those of you with a fetish for bizarre pet pics another photo opp. (See below.)

Truth be told, the girls got a little weary of modelling every new outfit that came into the store. But I've given them only a short break - because the new autumn fashions are now arriving daily. Check out some of the amazing ensembles we can create for your little cat (or dog) walk queens on page 2 inside.

So many of you thanked me for including a list of local emergency and vet numbers that we'll be repeating the list in an upcoming edition. Meanwhile, on the back page of this issue, you'll find another helpful list of resources - this one of the dog training and dog walking services available in the area.



I can't thank you enough for making my foray into pet products such a thumping success. Keep coming in - keep bringing your gorgeous buddies along- and be sure to send in or drop off any fabulous pics you have of them that might be worthy of posting on our pet board or publishing in a future newsletter.

See you in the store,

Wendy

PS. My suppliers have been amazingly generous in providing special offers and promotions for you for the coming months. Be sure to take advantage of the IAMS Cat Carrier offer, the YAP WEAR Charity Exchange or the free treats offer from Eukanuba that are detailed inside.

THE BUNNY AND YOUR BUNNY

On the avenue...

Vic Avenue...

*The photographer will snap her,
And you'll find her fur in the rotovagure...*



We may not have an Easter Parade, but there's going to be a parade of proud pet owners lining up to have glamour photos shot with the Big Bunny! (In anticipation, one customer has already had a bunny suit hand-knitted for her favourite friend.)

And so that we can anticipate the bunny-pic demand, I'd really appreciate it if you'd drop in the store or drop me a line and let me know which day you'll be showing up to record your moment of Easter fame.

Just like our Santa photos, it costs just **\$15**, and for that you'll get two shots taken, a print of the best one - *and* the negatives to use however you want. (I'm not sure I want to know.)

Easter Bunny at Pets & the City: Saturday 3 April and Sunday 4 April

COMING UP

BACK BY POPULAR DEMAND: DOGGIECHINO DAYS Every Saturday and Sunday

Your pooches love them so much, we just can't say no.

So time permitting, we'll be dishing up doggiechinos every weekend from now on. (If the store is a madhouse, I may have to beg off - one person just can't whip up sales *and* froth at the same time!)

LOST DOGS HOME & SAVE A DOG SCHEME DAY SATURDAY 20 MARCH

In conjunction with the launch of YAPWEAR's generous X-change program, representatives from both The Lost Dogs Home and The Save A Dog Scheme will be spending a day with us.

They'll be in front of the store **from 12 noon to 2 pm**, so please be sure to come by, and learn a bit more about these organizations that do so much for our less fortunate Fidos and Fluffies.

SPECIAL OFFERS GALORE

My wonderful suppliers have come to the pet party with some very generous offers for you and yours

JETSTAR HAS NOTHING ON THIS

Planning a little getaway to take advantage of those super-cheap fares - but can't bear to leave the little furball behind?

Or just taking a little stroll to the (shhhhh - don't tell Fluffy) - vet's?

IAMS wants to make taking your kitty along a breeze...

With every 3 kg bag of IAMS Cat Food you buy until 31 March, IAMS is giving you a **FREE Collapsible Cat Carrier**. (Note: that's the carrier that's collapsible - *not* the cat.) It's a foldable, easy-to-clean bag that keeps your feline friend safe and cozy - looks as chic as a bag-o-cat can - and the comfy shoulder strap makes lugging her highness around that much easier

Call in right away, while our supplies last.



IAMS Cat Carrier offer - valid to 31 March, '04

YAP WEAR X-CHANGE PROGRAM

Boy do I need something like this for *my* wardrobe!

Style setting YAP WEAR - makers of just the most divine dog attire ever to grace a high-fashion dogwalk - want to get that passé, last season's gear off your doggie's back, and also give a bit back to support our local animal shelters. So they've come up with a very silly, fun offer for customers of pets & the city...

Trade in your worn YAP WEAR coat, sweatshirt, skivvy or t-shirt, and you'll get \$10.00 off any brand new YAP WEAR coat or Homie Sweat, or \$5.00 off a new skivvy or t-shirt.

YAP WEAR \$\$\$ X-change valid from 13 March to 31 May '04

(Fido will look *maaavalous, dahling.*)

Your four-legged fashion victims will thank you - and so will their less fortunate brethren. Because YAP WEAR will be cleaning and repairing every item and donating all of them to Melbourne's needy dogs at The Lost Dogs Home in North Melbourne and the Save-A-Dog-Scheme at the Stonnington Pound.

Now if only they'd take that Dynasty-era power suit I found lurking in the back of my wardrobe!

ANOTHER GREAT OFFER FROM EUKANUBA

They kicked us off with a 'Great Start' offer at Christmas, and they're back again with another great giveaway for you.

From 1 March to 30 April, buy a 6 kg or larger bag of any Eukanuba dog food, and you'll receive a complimentary 900g box of Eukanuba Healthy Treats dog bikkies.

And don't forget Eukanuba's ongoing 'Great Start' bonus program. When you've bought 10 bags of any size Eukanuba dog or cat food, your 11th is free! Be sure you have your Great Start Card (I can sign you up in store) and keep collecting your receipts for your free bag-o-doggie-heaven.

Eukanuba free treats offer - valid to 30 April '04

FASHIONS ON THE FIDO FIELD

And you thought a collar and lead is all they need!

Well it's Fashion Festival time on poncey Collins Street. But those Paris-end fashionistas have nothing on the styles that have been strutting down Vic Ave!



HERE COMES THE... BRIDE???

Pets & the City was commissioned to create a dazzling wedding ensemble for "Bubba J Peakay" to carry the wedding rings for her owners Donna and David down the aisle in Daylesford in March.

Our very clever tailor whipped up the coat in pale pink silk sprinkled with sparkles and hemmed in white lace. She looked *divine!* (We believe the bride did too.)

DOGGIES DOGGIES DOGGIES WOOF WOOF WOOF

It wouldn't be autumn without a whiff of footy fever. That's what Women's Weekly thinks, anyway. A striking selection of the custom-made footy coats we're now making up for our footy-mad four-legged friends will be featured in their May issue. And you can get your own pet outfitted in the team colours of his choice (or yours, if you barrack for the same team) for as little as \$30. Come in and get your furry footy fan dressed for the big game.



MORE IRRESISTIBLE GOODIES IN STORE

Not into the 'dogs in clothes' thing? Never mind. I have a wonderful array of new toys and trinkets arriving every day – something for every cat or dog, and for every budget. Here's just a sampling...

- And brand new for the kitties, it's **Pussy Lawn** – no, it's not a litter substitute, but a blend of grasses for grazing – comes with its own growing pot, and gives your moggy a slug of extra healthy nutrients
- **Treat your favourite four-legger to the latest in gourmet delights.**
For those doggourmands, how about **Dog Gravy** – a tasty sauce that turns plain old kibble into a flavour feast. Or spoil the little buggers rotten with **Dog Plus** – chicken or corn-flavoured water (can you believe it?) with 5 added vitamins to pump up the pup *and* tickle his taste buds at the same time.
- **Accessorise, dahling** - Add that little touch of je ne sais q?? with our brand-new, straight-from New York **Doggieworks jewelled collars** -- or perhaps an elegant little **personalised initial collar tag** or stylish **rhinestone initialled collar** in a range of fashion-coloured leathers. Then again, maybe a coordinated application of **Pawlish** doggie nail polish is all that's needed for a fresh new autumn look.
- **Why settle for the sofa...**
When your babies could lounge on their own custom furniture? Check out our new winter range of **make-to-order bedding** in faux fur, denim, polar fleece and more. And you simply have to come in and see the one-of-a-kind pieces we have on display: an over-the-top **canopy cat bed**; and a **leopard chaise** hand-upholstered by customer Jane for her low-to-the-ground pooch, Mulder.
- **Toys, toys, toys**
Brand new for those of you with destructo-dogs: the **Tyrebiter** range of virtually indestructible rubber toys, including **Frisbees, treat bones, retrievers** and even (you guessed it) - **tyres**.

I have friends searching the globe for the latest, maddest and most wonderful things we can buy for our pets. So please come in, browse around, and find that special something for *your* special someone.

HELP!!! ME WITH THIS @@!!***## DOG!

Only kidding – I know all of my customers' pooches are perfect little angels. However from time to time every pup may need some professional help. And here's where to find it...

Tough Love: our local Dog Training Schools

If you have a new pup who needs basic training – or an older one threatening your sanity – it's time for boot camp. And there are two great schools in the neighbourhood to turn to...

Hobson's Bay Obedience Dog Club

Ph: 0412 696 023

Services offered: General dog training from Puppy Introduction Classes to Diamond Level Classes

D.O.G.S. of Vic

Ph: 9898 2100

Services offered: Puppy playgroup, Basic Obedience, Intermediate & Advanced training, Private Lessons and "Walk and Train" Sessions

Can't buy me love... wanna bet?

You may give all your lovin' to your favourite canine, but it's still not enough. If Rover needs an extra walk, cuddle or at-home or away care, you *can* buy him love from any one of these wonderful, local dog care services...

Dogs Day Afternoon

PH: 9696 0900

Services offered: dog washing, dog grooming, dog walking, pet feeding and pet food delivery

Outward Hound

PH: 0418 244 251

Services offered: dog walking, pet and property care services

Barking Buddies

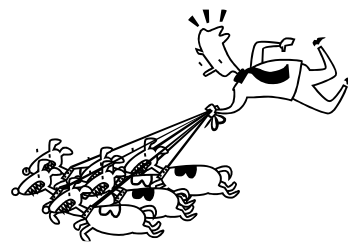
PH: 0412 312 831

Services offered: dog walking, pet care and property care services

Pampered Paws and Claws

PH: 0418 355 042

Services offered: pet minding, dog walking and pet feeding



PETS & THE CITY PAW POWER CARD

If you haven't already, come in and pick up your Paw Power Card, and be sure to bring it along every time you shop here. Every \$10 you spend at *pets & the city* earns you a Paw Print – and when you have 10, you'll get 10% off your next purchase.

To get you started – mention this ad and I'll give you your first Paw Print FREE!

THEIR MOMENT OF FURRY FAME!



Tom

Pets & the city was honoured to be approached by Coles Myer to find the face of a new line of pet food making its debut in BiLo Supermarkets. We held auditions in the shop – and the winners were (drum roll please)...

The face of Bi-Lo Dog Food: Jambo, a gorgeous beagle of proud parent Nicki from Port Melbourne

The face of Bi-Lo Cat Food: Tom, the regal who lives with Judy, from Glen Waverley.

Jambo's and Tom's faces will grace tins of chow on BiLo shelves starting in July of this year.



Jambo

NEWSFLASH!!!

Pets & the city hit the airwaves on Sunday, 29 February, when 3AW's Rosanne interviewed us for her special 'Sex in the City' feature. Seems she was looking for the sexiest pet store in Melbourne, and *pets & the city's* gorgeous selection of pet luxuries got us the gong. If you happened to be listening in, do let me know what you thought.
