



pets & the city

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COMING UP

6-7 December Doggiechino Days!

The only thing our neighbourhood still lacks – a great little local for the canine set. So *pets & the city* is giving it a go...

On the weekend of 6-7 December, from 11am to 3pm each day, I'll be tying on the apron and serving up Doggiechinos (lactose free, of course) for pups who need a café to call their own. A special treat for any size dog for a miniature \$1.

But your pooch can have his or her froth FREE with any purchase of just \$10 or more!



My very 1st issue!

Summer 03-04

HELLO!!

I'm Wendy - and I want to welcome you to my new labour of love, **pets & the city** on Victoria Avenue in Albert Park. (Formerly home of The House of Cats & Dogs).

Like you, I'm hopelessly devoted to my 'best friends', spaniels Georgie & Lilly – even though catering for their every whim in the heart of a busy city can sometimes prove a trial.

Now I've gone truly pet-mad and opened the boutique of Georgie and Lilly's dreams. It's stuffed with the best of everything for *your* city cats and dogs.

I've always been a pushover for anything special to spoil my pets. So I've stocked not just the staples (we have all of that, of course)... but a kennel full of stuff you won't find on every Fido or Fifi around town... a

fabulous range of muzzle-watering treats... plus some very handy odds & ends to make your life with pets in the city that much easier.

So please drop by, say hello and have a peek at all the wonderful ways you can say Merry Christmas to the one you love. **Your furry friends are welcome here too!!**

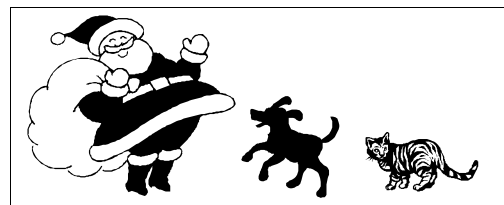
Bring them in! I love meeting them too, and there's always a full water bowl and a treat waiting.

See you soon,
Wendy

PS. This isn't just a store – it's pet central! I'm plotting lots of fun events for you and yours. Take a look through the rest of this newsletter for what's coming up.

HE'S BAAAAACK!

Yes, once again, Santa is coming to Albert Park to have his picture taken with your pooch, moggie *or whatever*. (We'll draw the line at Boa Constrictors.)



Past years have seen a Springer Spaniel on a Harley with Santa, and much sillier.

It's only \$15, and for that you'll get two shots taken, a print of the best one – *and* the negatives to use however you want.

Traditional Santa: Saturday & Sunday, 22 & 23 Nov, 12-3pm

Surfing Santa! Saturday & Sunday, 29 & 30 Nov, 12-3pm

FLUFFY'S GOT TO HAVE IT! (& MAX, & SOPH &...) YULETIDE MUST-HAVES FOR THE TREND-SETTING PET- ABOUT-TOWN

Did you know that one US pet food company found they could predict who their best customers would be by asking them one little question... "Do you buy your pet a Christmas present?"

Don't you just love it?

Still, we're not all that different here. I wouldn't let a holiday go by without getting something silly for my girls. And most pet-lovers I know confess to tucking something under the tree for their 4-legged family members.

So if you're a sook like the rest of us – here are a few of my favourites from the huge array of pet presents I have in the store:

- **Fabulous fluffy faux fur cat & dog beds** in a rainbow of colours and patterns – you can even have one made to order in Fluff's favourite shade.
- Especially for kitties – a **faux fur 'cat tunnel'** offering your moggie hours of fuzzy fun and comfort.
- **Exquisite, jewelled collars**, hand-crafted by Camille locally in the Dandenongs – or for more casual daywear, Lisa's gorgeous bright leather ones sporting contrasting daisies and stars.

- A **handbag** from SuzieRae that is truly one-of-a-kind – because **your pet's picture is imprinted on it!** Just bring in your favourite photo and we'll do the rest. (Just be sure to allow at least two weeks for delivery.)
- A **pup-shaped plush handbag** every little girl would love to have. (Some big girls too – I carried mine to Oaks Day this year.)
- YAPWEAR's stylish range of four-legged fashion, made in Melbourne – the market leader in dog wear.
- One of our hottest sellers (get this) – **your pet's very own footy jumper, custom-made in the team colours of their choice!**
- For purebred fanciers – new, **2004 calendars** featuring your favourite 'brand' of dog or cat.
- **Homemade, all-natural treats** to tempt even the fussiest eaters.
- **The latest, greatest toys**, as well as the best of old favourites – you just have to come in and have a play!



EUKANUBA & PETS & THE CITY INTRODUCE 'GREAT START' REWARDS FOR YOU AND YOUR DOG OR CAT

If your pet dines on top shelf Eukanuba, be sure to come in and sign up right away for the new Great Start rewards program. You'll get a membership card, special offers and giveaways.

When you've bought 10 bags of any size Eukanuba dog or cat food, your 11th is free! And if you sign up for Great Start at *pets & the*

city by 15 December, Eukanuba's throwing in a big holiday extra: a **FREE bag of Eukanuba Cat Food (1kg) or Dog Food (3kg), right then and there!**

Don't miss your chance to take home a hefty bag of love without paying a cent! Get on the program today.

WHAT'S NEW WELCOME RELIEF FOR GARDEN-LESS PETS

A friend of mine in Singapore came across a terrific invention from the US for dogs restricted to courtyards or balconies. It's called "Nelson's Garden" - a doormat-sized frame holding a square of turf that works as a perfect little 'comfort station' for your lawn-less pup. Sadly, it's too pricey to import, but I'm looking into finding something similar here. (If you know of any possible sources - or of any other inventive products I should look into - please let me know!)

Meanwhile, a local friend, Gwen, has discovered that a simple patch of fresh turf placed in a corner of the courtyard, and replaced every once in a while, works almost as well for her Sheltie.

If you give it a try, let me know how it works for you?

"FAST 50" SPECIAL: FREE BAG DISPENSER

No nice way to say it. If you have a dog in this city, you spend a lot of time picking up poo. And your pockets or purses probably look like an explosion in a plastic bag factory.

your dog's lead, fits almost anywhere and includes enough bags to accommodate even the most prolific pooper.

Here's one way to make the nasty job a little nicer. A handy, compact bag dispenser that clips onto

I have just 50 to give away, free with a purchase of \$20 or more. So be fast and come in for yours right away!

PETS & THE CITY PAW POWER CARD BRINGS YOU EVEN MORE SAVINGS



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 kick off Paw Power - bring in the coupon before 31 December and I'll give you your first Paw Print FREE!



Your 1st Paw Print



FREE



Bring this coupon to *pets & the city*, join Paw Power and get your 1st Paw Print free.

Name _____

Address _____

Suburb _____ Post Code _____

Email Address _____

And who are your pampered pets?

Name _____ Dog/Cat

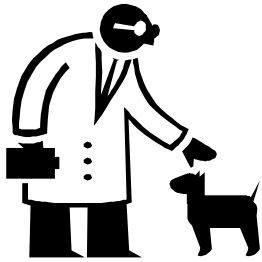
Name _____ Dog/Cat

Name _____ Dog/Cat

From time to time, I may send out mailings or emails with the latest *pets & the city* news and specials. If for any reason you'd prefer *not* to receive these, just tick here



EMERGENCY HELP FOR YOUR ANIMALS



If something happens to one of your beloved pets, you need to know who to call – fast.

Here's a concise, all-in-one-place listing of all the numbers I hope you will never need. Cut it out and keep it in a place where you and everyone in your family can find it instantly.

24-Hour Emergency Vet Clinics

Animal Emergency Centre
37 Blackburn Road
Mt Waverley
PH: 9803 8122

Western Animal Emergency Centre
250 Princes Highway
Werribee
PH: 9731 2232

Our Local Neighbourhood Vets

Albert Park Veterinary Clinic
17 Victoria Avenue
Albert Park
PH: 9699 7841

Clarendon Street Animal Hospital
220 Clarendon Street
South Melbourne
PH: 9645 0922

South Melbourne Veterinary Clinic
220 Ferrars Street
South Melbourne
PH: 9699 9137

Port Melbourne Veterinary Clinic
109 Bay Street
Port Melbourne
PH: 9646 5300



MAKE YOUR PET A MEDIA STAR

Fame is fun, even if it's only the fleeting local kind. So if you have an irresistible pet pic or a tale that just has to be told, get it on in here. Send me an e-mail, shoot through a digital photo or just drop by. I'll be posting customer stuff in the store, and publishing the best of it with each future newsletter.

And if your photo or story is chosen to run in the *pets & the city* newsletter, your starring pet will receive a little bag of treats as my thanks.

