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## OUR 1<sup>ST</sup> ON THE 1<sup>ST</sup>

**Sunday, 1 August**  
**All day, 10.00am**  
**to 5.00pm**

**You and your furry**  
**friends are invited!**

We're marking our Fabulous Furst Birthday with a full day of celebrations at **pets & the city**.

There'll be **FREE Doggiechinos** - a **FREE Bag-O-Treats** for every visiting pet - **offers galore** - lots of **gifts and giveaways** - and even a chance to win a **glamour photo session** for your own animal starlet.

Mark Fluffy's and Fido's diaries today, and start planning their ensembles for this very special occasion.

See *Page 2* inside for details on all the fun planned.



3<sup>rd</sup> edition, and paws for a celebration!

Winter 04

## WENDY'S LETTER

### DID YOU KNOW...

That the first year in a dog's life is equivalent to 15 people years\*?

Well, **pets & the city** is 1 year old at the end of this month (yippee)! But it must feel like 15 to Georgie and Lilly, who have never worked so hard in their pampered little puppy lives. Between photo shoots, modelling gigs and daily door duties welcoming all of you to the store, they've hardly had a moment to scratch.

For my part, the first year has felt more like 15 days! With so many of you stopping by for a chat and a wag, the weeks have just flown. And it sure hasn't been dull...

Did I tell you about the infamous *bone bin smash-and-grab*? Boy, could that pup move! He made it out the door and up the street with a lamb bone bigger than he was before his owner knew what happened.

Or how about the local real estate agent who double parked his black Porsche (what else?) outside and raced in for the biggest bag of dog food I had in the store. Seems he'd sold a home to a buyer who declared the price so far over her limit that she'd no longer be able to afford to feed her dog. A 15kg bag of Eukanuba and a bottle of Dom Perignon were promptly delivered to her to stave off buyer's remorse.

I've had a thousand laughs. Watched your puppies and kittens grow (and helped you choose items they can't chew through). Appreciated your generous donation of items for our animal charity bins. And had wonderful support from fantastic local suppliers who've helped me fill the store with unique fashions and furniture for your babies.

Most importantly - thanks to you and your insatiable compulsion to pamper



your pets, my dream business has become a thriving concern. Now that's something to celebrate!

So on Sunday the 1<sup>st</sup> of August, we'll be woofing & meowing it up at a day-long **pets & the city Fabulous Furst Birthday Extravaganza**. Get the poop on everything we have planned for the day on Page 2 inside. And while you're there, check out all the other news about what's in for winter at **pets & the city**.

We couldn't have made it to this first birthday without *first-rate* customers and friends like you. So I'd like the chance to thank you personally for helping make my dream a reality. Please be sure to bring your pet pals in for the bash on August 1 - or of course stop by for a visit any time at all.

Gratefully yours,

*Wendy*

*\*That old "1 people year = 7 dog years" rule ain't necessarily so. To calculate your pooch's exact equivalent age:*

*Year 1 = 15 dog years*

*Year 2 = 10 dog years*

*Year 3 and every year thereafter = 3 dog years.*

*So for example, Buddy (featured on the back cover of this issue), at 4 people years, is a dashing 31 amongst the doggie set. (And owner Linda reports he's roughly as well behaved as a typical 31 year-old bloke. Hmmm.)*

Licks &amp; Wags

**Happy Birthday to us**  
**Can't help making a fuss**  
**Dress your pup up and drop by**  
**Cause the party's on us!**



## EVEN MORE FREE STUFF

My wonderful suppliers have come to the party too, with some extra birthday presents for you and yours...

### FREE Scarf from YAP WEAR (August 1-8)

With the weather we've been having, your pup has probably been howling for some warmer winter gear. So YAP WEAR is giving you a little extra reason to rug that pup up. Starting on party day - and extending through our entire birthday week - YAP WEAR will throw in a FREE snuggly **red polar fleece scarf** with every YAP WEAR fashion purchase. Choose a warm and cosy Homie Sweat, a full-on fashion overcoat, or maybe just a cute little t-shirt for that extra layer of winter warmth - and take home the perfect scarf accessory for free.

### FREE Bedding Wash from Catz & Dog Matz (All of August!)

They not only make the most glorious beds, cat tunnels and sleeping bags in deluxe furs and polar fleece. They'll also help you keep them fresh and odour-free!

With every bed purchased throughout August, they'll include a free bottle of **Matz Wash Aromatherapy Bedding Wash**. Made of all natural rose geranium oil, lavender oil, peppermint oil and distilled water, it's a natural flea repellent with a scent subtle enough to please even the most sensitive dog and cat noses. (Sounds pretty nice to me, too.)

And don't forget - on Sunday the 1<sup>st</sup> you can "double dip" - get these lovely free gifts from YAP Wear or Catz & Dog Matz, plus get 10% off from me!

Sunday the 1<sup>st</sup> of August promises madness, mayhem and a kennel-load of fun at **pets & the city**. Why would you miss it?

### 10% off everything non-edible in the store!

Have you had your heart set on that jewelled masterpiece in the display case? Maybe a luxurious colour-coordinated faux fur bed? (I know a few pups who might treat that as edible, but we won't quibble here.) Or just need a new Kong to replace the umpteenth one left dangling in a Gasworks Park tree?

Excluding food and treats (more on those in a minute) - I'm taking 10% off every **pets & the city** purchase you make on the day. So if you've been thinking about a special item - or just want to stock up on a few essentials - make sure you do it at our party on August 1.

### FREE TREATS

Treats aren't included in my birthday sale - because I'm giving them away for FREE!!! I've put together a special Birthday Present for every one of Georgie and Lilly's friends. Come in and let me say thanks to you with a FREE Treat Bag for your doggie, or Pussypack for your cat.

### FREE DRINKS

A **Doggiechino** for the pooch. A bit of **champers** for you and me. We'll be filling bowls and raising glasses most of the day. So be sure to get in here before I get too far into the bottle and start confusing the foam with the bubbles.

Gifts!

Prizes!

Savings!

Surprises!

Treats!

## OUR 'FABULOUS FURSTS' PHOTO COMPETITION

WIN a glamour pet photo session from Furrever Photography



Is your dog or cat just too photogenic for words? Are you harbouring the all-time cutest-ever pet pic? Or maybe you just had one chardy too many, and woke up the next morning with a roll of film used up and Lassie asleep in your pyjamas. (It happens.)

Well August 1 is the day to pull it out and bring it in (your pet photo, that is). We'll be collecting your snaps all day. Then at 5.00pm, our **mystery**

**celebrity judges** will choose one *Furst* Prize Celebrity Dog and Cat - each of whom will win a **professional pet photo sitting and framed portrait worth \$175.00** courtesy of **pets & the city** and our house pet-parazzi, the wonderful Furrever Photography.

Of course, our winners' portraits will also star in the next edition of **pets & the city** news. So don't miss out on your baby's big break - bring your piccies to the party!





## FOOD GLORIOUS FOOD

Big thanks to fine food purveyors Hills Science Diet and Eukanuba. The makers of our two top-selling food lines are both taking \$\$\$ off their top quality pet foods *exclusively for pets & the city* customers throughout all of August and September.

**Hills Science Diet** - \$5.00 off any size bag of dog or cat food up to 9 kg, and \$10.00 off any bag of 9kg or larger.

**Eukanuba** - \$5.00 off any variety of dog food in bags of 6kg or larger, or cat food in 3kg or larger.

## FOOTY FEVER CONTINUES

I knew you were footy mad. But 122 coats and still sewing? And 55% of them for – *Richmond*???. Yipes stripes! Can you imagine how many we'd be making if they were winning? But hey, the season ain't over till it's over. No matter how your side is faring, you can still flaunt your pooch's true colours with a footy coat custom-

ised to your team, or even to your favourite player's number.

AND NOW we also have a full range of **official AFL dog giftware**, including bowls, collars, leads, Frisbees and more. So don't let down the side. Your doggie, if not your team, can be in fine form for this year's Grand Final.



## FUNCTIONAL AND FASHIONABLE WINTER WEAR

Baby it's cold outside – but not when *your* baby is sporting the latest in toasty designer outerwear from trendy YAP WEAR or Fair Dinkum Dog Coats.

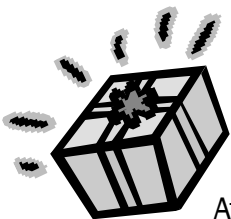
**What's new on the dog-walk?** How about cocooning your pooch in weatherproof comfort, in **Fair Dinkum's** uber-stylish oilskin,

sporting jaunty collar, cape and luxurious cream Sherpa lining.

What pup could resist? Bring yours in and have a try-on. I'm betting one of these fabulous coats will walk right out of the store with you. (Hopefully, after you've *bought* it.)

## ANOTHER PETS & THE CITY FIRST

### The Paw Pressie Register



Who needs DJs or Tiffany when your true heart's desire can be catalogued at **pets & the city**?

At the brilliant suggestion of one of my pet-obsessed customers who was planning a full-on birthday bash for his chocolate lab, I'm introducing – ta da! - the first-ever **Paw Pressie Register**.

Just sign up, fill in your **pets & the city Wish List** and we'll do the rest. We'll keep a record of the treasures you and your pets covet *and* what's already been acquired. All you need to

do is oh-so-delicately suggest to prospective gift-givers that the purrfect pressie just might be found at **pets & the city**.

Sign your babies up for their birthdays, Christmas or any occasion at all. Better yet, just admit that it's all really for you, sign yourself up and lay a gentle hint on your nearest and dearest that a new toaster or another ugly tie simply ain't gonna cut it.

**Get on the list! Join the pets & the city Paw Pressie Register today!**

## EMERGENCY HELP FOR YOUR ANIMALS

We published this list in our first issue. And I've had so many requests for it, I thought I'd include it again here.

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.



### 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**



### 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 2222**

## PETS IN THE NEWS

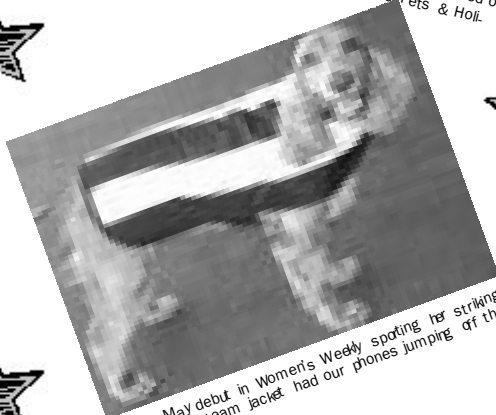
pets & the city – and our local dog and cat stars – are being seen in all the right places.



Coxy's Big Break was a big break for **pets & the city**, when the store starred in his 6 June 'Pets & Holidays' special. We're even featured on his web site! ([www.coxy.com.au/bigbreak](http://www.coxy.com.au/bigbreak) -click on the Pets & Holidays feature)



Buddy the Springer Spaniel was the Easter Parade favourite in his couture bunny suit hand-made by local knitting wiz Heather Wigham. (This was a one-off – but if you want something extravagant knitted for your furball, let me know and I'll see what Heather can do.)



Lily's May debut in Women's Weekly sporting her striking Collingwood team jacket had our phones jumping off the hook.



Competition winners Jambo the beagle and Tom the moggie have now made it to the BiLo supermarket shelves.

Don't forget to bring in *your* favourite pet pic for our *Fabulous Fursts* Photo Competition. Bring it on the day – or drop it in any time before August 1 - for your chance to win a \$175.00 portrait sitting for your little star.