

Neighbour Sam de Mel and her prescient pup Biko

A stranger-than-fiction tale from the p&tc family

SAM GETS MORE THAN SHE BARGAINED FOR WITH BIKO

In August last year, local resident Sam de Mel had been sick for 18 months, with frequent episodes of semi-consciousness that came without warning and left her virtually house-bound. So she decided to get miniature schnauzer Biko to keep her company. What she didn't know was how much more she was getting than a loving little companion...

One day her otherwise perfect puppy started acting crazy, whining and pawing at her until she sat down, and then jumping onto her lap. She couldn't figure out what on earth was wrong with him, but it turned out to be the other way around – within minutes Sam had one of her episodes, this time safely on her couch.

Since then Biko has predicted Sam's attacks with 100% accuracy. Sam now feels safe to drive and go out in public as long as Biko is with her. She's even thinking of getting him certified as an assistance dog so that he can accompany her to places where dogs aren't usually allowed.

Experts say that dogs can't be trained to detect attacks like Sam's – it is the bond between a pet and their human that somehow makes this happen. Biko's story is a reminder of the amazing connection our pets have with us, even though most of them thankfully don't need to use it in that way. Most of the time Biko is just a normal puppy who still steals Sam's socks and loves nothing better than a good romp at the dog park.

So you never can tell what is going on beneath your pet's furry exterior. For Sam (who had no intention of getting a dog), Biko has turned out to be not only a joyful companion – but the best medicine ever.



PETS IN THE NEWS

p&tc on TV once again

Channel 9's new TV series 'Talk to the Animals' kicked off with a feature on p&tc by host Nicky Buckley. Here she 'samples' one of the custom-made beefy birthday cakes made for us by Gourmet Dog Bites. Be sure to tune in for great animal goss at 4.30pm pm Saturdays on Channel 9.



The first canine café in Australia

It was glamour on the red carpet time when the ground-breaking My Dog Café at Station Pier opened its doors to pooches and their parents on the 3rd of March. Amidst crowds of celebrities, flowing champers and bounteous hordog'oevres, two supermodogs held the ribbon for cutting by the café's executive chef Andrew Blake.



The 'best dog' ever

When Dr. Katrina and handsome fiancé Anthony tied the knot in May, the best man (oops – best dog) simply had to be Katrina's ever-faithful Toby. Spunky Toby almost upstaged the groom in his spiffy tux provided by p&tc. And he carried the rings down the aisle in a box in his mouth without a misstep.

What a star!



Saturday-Sunday 22-23 July

PET PORTRAITS AT p&tc

If you've ever wanted to immortalize your dog or cat friend in a glamorous studio photo, now's your chance to do it right here at pets & the city.

Melbourne's best known professional pet photographers, **Furrever Pet Photography** will be doing studio sessions in the store on the 22nd and 23rd of July. And they're giving you extra special deals on your portraits...

- Waiver of sitting fee – you pay only for your pics
- Discounted prints
- Complimentary key ring for all orders over \$50

Bookings are essential - so call me right away on 9686 5252 make sure your pet gets the star treatment.

TRAVELLING WITH PETS? GO TO DRKATRINA.com

Determined never to holiday without her pets again, TV vet Dr Katrina Warren has launched Australia's biggest pet friendly accommodation web site, with details on more than 1000 animal friendly properties around Australia.

On DRKATRINA.com, you can also get Dr Katrina's tips on pet health, pet travel and the latest animal products – and even track her adventures with her famous Border Collie Toby and Burmilla Milly. So log on and have a browse.



Wendy, Georgie and Lilly, co-proprietors of Albert Park's own slice of dog and cat heaven, pets & the city.

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Happy BRRRRRRthday to us!

In this colder-than-cold bayside winter, we're gearing up for a frosty, fabulous, 3rd birthday blow-out.

If the old rule about one dog year equalling seven human years was true, we'd be celebrating a rip-roaring 21st. Calculating dog or cat years is a little more complicated than that old formula – but why quibble over technicalities? It makes a great theme for a party!

So be sure to check out all the details inside and come along on Sunday 30th July when we relive our hormone-driven youth at our **pets & the city 'Coming of Age' birthday bash**.

True to 21st form, the grog will be flowing – champagne for you and tummy-warming doggychinos for your fur-friends.

And if you want to rug up your pups for the day, you'll find some of the cutest, cuddliest coats ever in the store. I can't believe how many have been trotting out the door. (On just one day after the first cold snap, customers snapped up a record-breaking 35 of them!)

PET POET'S CORNER

Last issue's 'My Sport My Bag' competition spoke to the poet in our talented winner, **Cathy Soulsby from Clonbinane**. When asked to tell us in 20 words or less why her pet deserved to be the gold medal winner in our p&tc pet-athalon, she penned this winning entry.

Congratulations to Cathy, who for her literary efforts won a personalised handbag valued at \$235.00, generously donated by Alex at My Bag.

above: Lilly, celebrity guest Toby and Georgie getting ready for the big day.

But enough about us.

Birthdays are invariably occasions for reflection. And this year, my thoughts have turned to the amazing array of customers and their loyal pets whom I've had the honour of getting to know over the last three years.

One of the most amazing – and heart-warming – is the subject of a special story on page 4 of this issue. If you've ever thought your pooch or kittie had a sixth sense, wait until you hear this astonishing tale of Sam and her uncanny miniature schnauzer Biko.

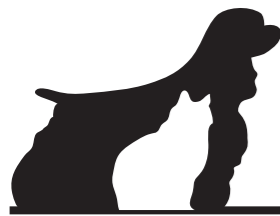
If you have an unusual story about a cat or dog you've known, I'd love to hear it too. Every day I learn more from you about how much your treasured pets bring to your lives.

So be sure to bring them along to pets & the city on the 30th of July and help me make our 'Coming of Age' birthday bash the best yet.

Shiveringly yours,

Wendy

*Skin and bone, arrived from the pound
Now conquers tall fences in a single bound
Go Dusty go
The canine Superhero!*

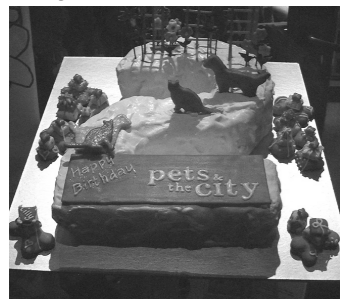


WHATEVER YOUR AGE, BE 21 AGAIN AT OUR 'COMING OF AGE' BIRTHDAY BASH



Sunday 30 July 10.00am to 5.00pm

Last year's 2nd birthday cake masterpiece – can't wait to see what Gourmet Dog Bites creates for us this year!



Let's see – when I turned 21 – hmmm, can I remember it? (Who can? It's either too long ago, or the memories too clouded by celebratory quaffing.) But I think I vaguely recall it as a time of great import, and great anticipation. The best of life ahead, and everything possible. Which is pretty much how I feel about this pets & the city venture of mine 3 years on (or 21, depending on how we're counting). The store, and you, my customer cohort, have certainly come of age with more

gusto than I ever anticipated! And I see only more and better ahead. So to mark our 3rd birthday – or, as I'm looking at it, reaching our 'majority' in doggy years – we'll be putting on a doggie and kitty do worthy of the most party-minded 21-year-old. Once again, the talented kids at Albert Park Primary will be decorating our windows with their own artwork. And once again, **Gourmet Dog Bites** has been generous

enough to create and contribute a whopper of a doggie birthday cake that we'll be sharing with all your pooches around 1pm on the day. This year's cake will be in the window for your babies to drool over by around a week before. So come by and take a look – and be sure to check out Gourmet Dog Bites' hand-decorated treats and their special occasion spectaculars you can order at p&tc. (Individual beef sponge birthday cakes are a favourite.)

Happy Coming of Age goodies

It wouldn't be a birthday without some pressies for the people who got me this far – you!

10% off the 'majority' of everything in the store on the day (excluding food). If you've been coveting an eye-catching new collar, a warm winter bed or coat, or any little thing at all, birthday day is the time to buy up and save. (Check out some of the newest & neatest stuff we have on the page opposite.)

Free doggychinos for your pups

Free champagne for you

Have a 3-year-old yourself? If your pet is 3 years old, celebrate the milestone along with us. There's an extra surprise treat in store for every 3-year-old pooch or moggie, courtesy of our friends at Prestige Pet supplies.

What about a 21-year-old??? It's rare, but occasionally a treasured pet reaches the ripe old age of 21 in human years! If you have a pet who's made it to people majority, let me know, and I'll have a really special present for your long-lived friend.

HAD ENOUGH FOOTY YET?



Left: How's your side hangin' on our perennial pet footy ladder?

The World Cup may have diverted us from home ground momentarily, but Aussie Rules still rules in Melbourne – and at pets & the city. Our ladder is up in the window and our custom footy coats are once again all the rage.

And now pet-loving Richmond wants your entire family to be part of their team.

For just \$20 at p&tc, you can get a **Richmond Football Club Pet Membership**, which comes with a silver picture frame, a tag to

proudly hang from your four-legged supporter's collar and their very own membership card. So if you're a Richmond supporter, get in here and get your pup or kitty into the club. Go the Tigers!

And of course, it wouldn't be a birthday either without our legendary and hotly-contested...

ANNUAL PET PHOTO COMPETITION!!!

Every year the competition and lobbying has grown more intense – the crowds have swelled to record proportions – and the winners have basked in greater-than-ever photo glory. This year will be no exception.

The celebrity judge in the hot seat this year will be none other than the beautiful and talented **Dr. Katrina Warren** (with some able-bodied help from her assistant celeb dog Toby). She'll be taking on the difficult – dare I say, *risky*? – task of having to choose just a few winners from amongst the crowd of proud hopefuls.

This year's perennial categories come with some precious prizes:

Category	Prize
Cutest dog	Yapwear garment
Funniest dog	What's on Necks collar
Cutest cat	Shiboo diamante collar
Funniest cat	Dogue cat bowl and treat jar

And don't forget our commemorative 2006-only categories announced in the last issue to celebrate an unprecedented year in Australian athletics and sport. Capture your pet in the act of an impressive athletic achievement – or just deck the poor thing out fetchingly in his or her favourite sporting attire – and you could win this coveted one-time award:

'Sporting Legend' dog	Private training session with Dogs of Vic
'Sporting Legend' cat	Designs By Louise sleeping bag

So drag out the camera, dig through those albums and hard drives – and bring along your most compelling snaps on the 30th.

IMPORTANT CHANGE:

Judging begins at 12noon, award ceremony around 12.30pm.

We're doing it earlier in the day this year, so be sure to get your pictures here in the morning to make sure you're in the running.

NEW! NEW! NEW!

CHECK OUT WHAT'S HOT HOT HOT THIS COLD COLD SEASON



Breath-freshening Greenies for Cats

Finally – these teeth and breath cleaning treats that dogs love so much are now available for felines. Available in four delicious flavours: chicken, savoury salmon, liver and ocean fish.



Heat pads for soothing comfort

For the older or convalescing dog or cat who feels the chill, the new baby that pines for a warm mum substitute, or any pet whose tired muscles could use some relief – choose one of these convenient, pet-tested heat pads:

- **Cosy Electric Heat Pad** for constant warmth
- **Warming Soother** with heated buckwheat packets
- **Snuggle Safe** microwave heatpad – stays warm for up to 12 hours



Busy Buddy Dog Toys

A new range of extra tough toys, each designed to keep boredom at bay with a different chewing and play experience. The Chuckle barbell is a noisemaker and treat dispenser in one. The solid rubber football makes a real

game of it for your little athlete, with its wildly unpredictable bounce. (And if you're beachside – good to know that it floats too!)



Take your pet in your purse!

The perfect little gift for yourself or a pet-loving friend. Purses, compacts and pencil cases in faux silk fabric, with awww-inspiring pics of adorable cats or dogs.



Everlasting Treat Balls

For hours of fun chewing something other than your furniture! Helps prevent boredom, separation anxiety and collateral damage – and great for dental hygiene too. And when your pup has gnawed through the last of the treat core, just chuck in a replacement insert and the ball lives to be chewed another day.



Adorable hand-painted ceramic bowls

By **Cat & Dog Design**, in an assortment of shapes, sizes and whimsical designs.

SPECIAL DEALS ON CONVENIENCES FOR COOPED UP PETS

In previous issues, I've told you about some ingenious inventions to help pets cope with city living...

- The **Dog Patch** comfort station for patios or porches, that allows your dog to do his or her do on a lovely little piece of real grass
- The **Pet Patio Door** that fits straight into sliding glass doors, no construction or installation needed

Hot winter deal

Buy both great products and get 10% off the pair. (If you order and pay on 30 July, I'll make it 10% on top of the 10% you're already getting for our birthday pressie. A hefty 20% off in total!) Offer valid through 31 August.

Already have a Dog Patch?

Exclusive to p&tc, Dog Patch offers 50% off your regular Dog Patch refurbishment – replacing the real grass and adding new soil if needed. A savings of \$50 big ones, but only when you get it through pet & the city.

So hurry in now to give your baby all the comforts of home, inside and out.

WISHBONE CANINE CARE – DOGGIE DAYCARE WITH A DIFFERENCE

This southeast suburbs dog grooming, daycare, training, walking and in-home care and holiday accommodation service was founded in 2004 to raise funds for **The Wishbone Foundation** – a non-profit organisation that provides free pet care to elderly, ill and disabled Melbournians.

Their **Canine Care Card**, a one-of-a-kind in Australia, gives you discounts and privileges at retailers and service providers all around Melbourne. (p&tc is one of those those retailers.) And every bit of the modest \$35 membership fee goes to the Foundation!

You can buy your Canine Care Card at p&tc. Come in and check out the benefits. Or if you want to find out more about Wishbone Canine Care services, give them a call on 9578 3933.