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

## Dear

*It's been a sad and sobering summer for so many, human and animal alike. All of our hearts go out to those who've suffered terrible loss – or face uncertainty for the future.*

*But without wanting to seem glib about serious issues – you and I both know that constant talk of doom and gloom only breeds – more doom and gloom.*

*So this issue is not going to contribute to that!*

*Instead, I've decided it's time we borrow one of America's most venerated autumn holidays and make it our own. I'm declaring April...*

## THANKSGIVING at pets & the city

*I don't know about you, but for me, recent events have made me more grateful than ever for every little thing that's good in my life...*

*The joy of a small treat here and there instead of lusting after huge extravagances...*

*The simple pleasure I get every day from my beloved Georgie and Lilly – and from all your 4-leggeds who come to call...*

*The renewed hope I feel at every act of human kindness. (See below for just one example of how generous all of you are and for a way you can help even more with PETLINKS.)*

*My expat American pal Linda tells me her family had a Thanksgiving tradition that I think we should adopt too.*

*Before they'd chowed into their bountiful holiday feast, everyone joined hands around the table and shared what they were most grateful for that year.*

*So - next time you're in, I'd love to hear what you're most grateful for. It's just one small way to turn our minds away from doom and gloom - and toward the light!*

**Cheers (and I do mean cheers!)**



*In the US, Native Americans and Pilgrims are the symbols of Thanksgiving harmony. Looks like those American pets know how to celebrate!*

**PS. Two big events coming up at p&tc this month too. See below and be sure to act quickly to reserve your place.**



## YAPWEAR COCKTAIL PARTY & PARADE

Here's one way I'll be thanking you, my treasured customers...

Be one of the first 30 to RSVP to this invitation by email, and I'll treat you to a fun, full-on cocktail party at pets & the city, featuring a glamorous Preview Parade of YAPWEAR's Autumn-Winter 2009 collection.

**When and where:** Thursday 30th April, 6.30-8.30 pm, at p&tc

**Thank you bonus:** 20% off all YAPWEAR purchases on the night + door prizes & more

**Giving more thanks:** 5% of profits donated to PetLinks  
Raffle to aid bushfire animals

**RSVP to** [wendy@petsandthecity.com.au](mailto:wendy@petsandthecity.com.au) right away

I can only squeeze 30 of you at most into the store – so don't miss out!



## BOOK NOW

### NEXT STUDIO PHOTO SESSION

Saturday 18 April – 10.00am – 3.00pm

Just in time for a Mother's Day pressie that will garner you endless thanks – we're staging another Furrever Pet Photography portrait day at p&tc.

It's lights, camera, action in our Hollywood-on-Victoria studio at the rear of the shop. And our treat:

- FREE photo sitting
- Discounts on prints and personalised items

**Spaces limited, bookings essential**

Phone **9686 5252** right away – they always fill fast!



# pets & the city products

## THANK HEAVENS FOR LITTLE LUXURIES

When times are tough, spending up big time on ostentatious new wheels or a 6-star round-the-world jaunt seems, oh well, just a little gauche – not to mention imprudent.

But no one can fault you for treating yourself – or your best friend – to a small, affordable something now and then. Here are some of the best little luxuries for you and your pets in store...



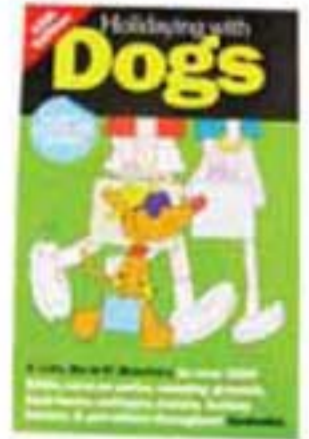
## TV Time for Cats

The 'Adventure Cat – Backyard Fun' DVD is just the thing for the cat home alone. Excitement abounds in every scene! Your kitty will forget you're not there while glued to the screen following real life animals and insects just as they are in the wild.

*Miss Sagris-Cary enjoying her DVD adventure*

## Holidaying with Dogs

The essential handbook for those of you planning lower-key road-trip holidays this year – and don't want to leave your pooches behind. The latest 10th edition featuring dog-friendly accommodation in all budget ranges, city and country, across Australia.

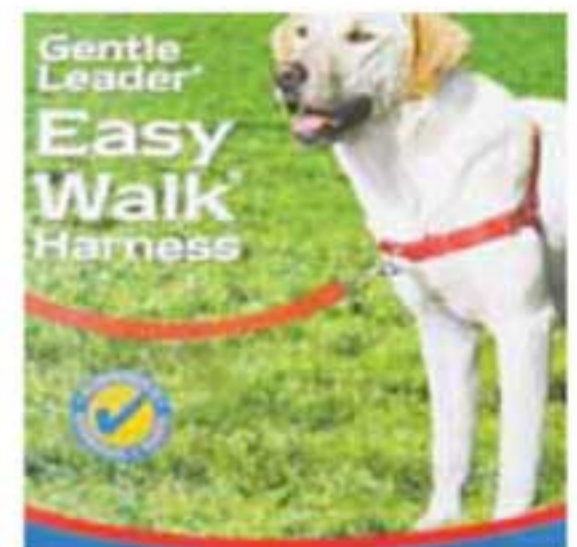


## Budget Bling

These beautiful, small crystal charms are perfect little accessories for cats and smaller dogs. Available in letters, bones, hearts and dog shapes - and at only \$5.00 each, who can't afford to glam up?

## Easy Walk Harness

Save yourself a whole lot of strained muscles (and remedial massage costs!) with this fantastic new leash designed to stop pulling quickly and comfortably. Recommended by vets and trainers, it features a front leash connection with its unique martingale loop that redirects forward motion. Easy to fit and dogs love it.



## NEW Howl Dog Collars

New to the store, made right here in Melbourne from beautiful soft French canvas that stands up well to our local sun and salt. Available in a range of striking, colourful designs. Just the bright pick-me-up for the greyer months ahead.

## Perennial Autumn Favourites: Our Famous Footy Coats

Get in early to show your devotion to your footy team. We're busily sewing coats in all of the team colours. Made-to-measure, practical showerproof coats with a soft lining of polar fleece. Order yours now.





### One Slightly Larger Luxury: Hand-painted Buttonbob Portrait

A one-of-a-kind gift or just a little extravagant pressie for yourself. A stretched canvas portrait hand-painted or sketched from your favourite photo of your pooch or moggie. Pop into the shop for details.



## product testimonials

### STUFF YOU LOVE

I'm ever grateful when customers like you take the time to tell me about your experiences with stuff from p&tc. Here are two recent missives with some advice that might be appropriate for your pets too...



Ingrid's moggie Angelica is purrfectly content during her relaxing groom with Noah's De-Shedding Comb

### Raves for the Noah's De-Shedding Comb

Customer Ingrid wrote to say:

*"Angelica has officially renounced all inhibitions when it comes to grooming time. She no longer runs the other way – instead willingly lying down ready to enjoy her massage. The smaller comb is perfect for clearing away excess undercoat as well as giving the coat a wonderful sheen – while the larger comb removes any remaining 'fluffies' that might be lying around. I would highly recommend the Noah's De-shedding Comb to every cat owner."*

**PS from me:** the De-shedding Tool is great for dogs as well as cats, and comes in 2 sizes - one just right for your pet's coat.

### Rescuepetics saves the day

When customer Nola despaired that her cat Kumari was so wired she stalked the house every night meowing unbearably – I suggested she give Rescuepetics drops a try. Here's what Nola reported...

*"By the fourth day of three doses a day, I could see a big change. She would come and sit quietly on the couch with me, and at bedtime, she only roamed the house one or two times, then jumped on the bed and stayed there for the remainder of the night."*

*"When I went overseas and had to put her in a new cattery, I had them administer the drops until she settled. When I returned, I expected problems – but NO, she was great, and I haven't needed to use them at all since. I am a very happy customer."*

*"I am now going to work on Tyler, our beautiful Border Collie with the phobia of other dogs attacking him..."*



# pets & the city features



# 3

## BIG TRUCKLOADS OF THANKS

*Paul from Ripe Organics very kindly carted all our donated supplies to Southern Animal Emergency Hospital - where one of their nurses used her horse float to deliver goods to Vets in the bushfire region.*

Boy, when I put out the call for customers to donate goods for bushfire animal victims, I had no idea what was 'in store'. Literally!

The front of the shop filled up almost overnight with a huge outpouring of donations – pet products and supplies both used and new - to help make the lives of surviving animals and their owners that little bit easier. Your response was amazing – and as a result we were able to donate three full truckloads of goods to Vets in Whittlesea, Bunyip and Yea.

*Special thanks to angel Jenny Diacos who has been kind enough to stack up the overload in her own house until more storage becomes available.*



## ANOTHER GRATIFYING TALE: GENEROSITY TIMES 150

Spurred by the plight of dogs affected by the bushfires, dog care and training folks Fun4Paws and Dog Listeners Australia decided to pitch in and organise foster care for displaced pups.

They sent an email out to just 100 people they knew asking for help. *15,000 responses later* Luke Williams and Lynne Fitzsimmons of Fun4Paws are still gobsmacked by the amazing outpouring of generosity their appeal spurred. (I know of two p&tc customers alone who offered to foster the same pup!)

Luke tells us "It really lifts your spirit to witness the generosity of total strangers to help these poor frightened and lost dogs. We are now in the process of re-homing dogs from the fire-stricken areas into foster care, some long term, some short term."

If you'd like to know more, check out the Bush Fire Dog Blog at Fun4Paws website: [www.fun4paws.com.au](http://www.fun4paws.com.au)

## IN THE NEWS: THE GREAT DOGGIE FASHION DEBATE

The RSPCA in Britain has made news recently with a threat to prosecute animal owners who dress their dogs in attire deemed to be putting the animal's welfare at risk.

The seemingly innocuous act of dressing up our pooches appears to be polarising the experts and stirring up debate. On one side: those who see it as a relatively harmless way for pet and owner to bond. On the other: folks like the RSPCA's Hugh Wirth in Australia who says that owners could be liable, with the main concern being "when clothes on an animal can be seen to be endangering its health and welfare".

I'm guessing that the be-feathered dog and pilgrim-attired cat at the beginning of this newsletter might be marginally close to the line! (Please note – I stole this picture, I didn't stage it myself.) But I'm sure that those of you who dress your doggies with gear from p&tc do it with your pet's comfort and safety in mind.

Let's just hope the animal welfare people stick to welfare – and don't stray into style police territory!

**Know someone who needs help  
with their 'fur-friend'?**

### PETLINKS VOLUNTEERS TO THE RESCUE

If you have a friend or neighbour who's senior, sight-impaired or frail, and needs help to care for their treasured pets, make sure they know about this wonderful service in the City of Port Phillip – totally self-funded and run by volunteers.

As we all know, pets are integral members of our households. And for many they provide the vital love, companionship and sense of security that allow folks to maintain their independence and links to the community.

PETLINKS volunteers help with walking, transporting, grooming, and organising health and vet care and more for pets whose owners can't do it all on their own. They ease the burden for pet owners – and give the animals the care, socialising and exercise they need to stay healthy and strong. (PETLINKS has access to affordable vet services too.)

If you know someone who might need help but is too proud to ask, you might discuss with them gently:

- How much exercise and socialisation their animal is getting
- If the animal is looking a little too 'round' in the tummy – and the dangers to pets of being overweight (heart and lung problems and the possibility of arthritis)
- The comfort of regular health checks and knowing that the pet is OK

**PETLINKS Enquiries:** Call Mary or Megan on 9646 6362

Or visit [www.spdl.org.au/downloads/SPDLNewsletterAug08.pdf](http://www.spdl.org.au/downloads/SPDLNewsletterAug08.pdf) for their latest newsletter.



### Will you help?

**PETLINKS needs  
volunteers to help:**

- Walk dogs (get your exercise and do a good turn at the same time!)
- Take animals to the vet during the day with a car
- Assist with a regular vet care program
- Wash and brush dogs and cats at home
- Take dogs to groomers
- Clean bird cages
- Administer medication, flea treatments
- Provide short-term foster care (while owners are in hospital, etc.)

Donations are also welcome, to help with Emergency Vet care.

**Phone Mary or Megan on  
9646 6362**

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## PETS OF THE MONTH

### Once were leopards

4 month old brother and sister act Edward and Vivienne are true to their noble Bengal breed - incredibly bright, agile and inquisitive creatures descended from the Asian Leopard.

Doting mum Jacqueline Tilsed says they can scale a tree in one second flat – are endlessly obsessed with the fish in her fish pond (and aren't fussed about swan-diving in to chase them) – and love watching TV, planting themselves directly in front of the screen to paw at everything that moves. (Time for that kitty DVD Jacqueline!)



*Edward and Vivienne's favourite things: howling from first light until breakfast is served; chasing their tails and each other; and following the hated visit to the vet with a much nicer drop-in at p&tc.*



### Pint-sized princess with HUGE personality

Owner Sylvie Sell was searching high and low for a Mini Yorkshire Terrier to keep her 3 year-old regular-sized Yorkie Frimousse company. And I'm pleased to say I was able to put her in contact with the only breeder in Australia of this not-so-common variety.

At just 1.4 kg when fully grown, Capucine (now 9 months old) promises to make up in chutzpah what her breed lacks in size. At the park, she happily trots up to any dog of any size to say hello. And she already thinks she rules the house.

*Capucine's favourite things: outings to the park, and getting Frimousse's goat – when Sylvie gives Capucine a treat, she clutches it in her tiny teeth and taunts her big sister with it until she goads her into a frantic chase. (The little minx knows how far under the sofa she needs to crawl to stay just out of reach.)*

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## UNTIL NEXT TIME – MY 'THANKSGIVING' WISH FOR YOU

*I am so grateful to all of you who make my time at p&tc such a delight. Thanks for being part of the pets & the city family. I wish you a safe and trouble-free year ahead, with lots of joy in all the little things that really count.*



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