



About The Dublin Dog Foundation: *We Should All Be So Lucky™*

Established in 2008, the mission of The Dublin Dog Foundation is to foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions. Its goals are to:

- Increase the service and therapeutic role of dogs in human health, development and service
- Generate awareness and support for national programs and organizations designed to foster the unique relationship between humans and the dogs that assist them
- Support those organizations and individuals whose goals and ideology are aligned to the Dublin Dog Foundation in the development of therapy and service dogs
- Decrease financial strain of other non-profit organizations by providing product donation for their lucky dogs

From local fundraising events, to the national raffling of specially created goods, to the online sales of branded Dublin Dog Foundation products, The Dublin Dog Foundation uses a combination of initiatives to support its giving. Regular reports on donations and updates on successes can be found at www.DublinDogFoundation.org.



About Canine Assistants

Canine Assistants® is a non-profit organization, founded in 1991, which trains and provides service dogs for children and adults with physical disabilities or other special needs. In addition to physically assisting those with disabilities, Canine Assistants service dogs are instrumental in removing many of the barriers faced by the disabled in today's society. For more information, visit www.canineassistants.org.

About Canine Assistants' Service Dogs

Canine Assistants service dogs assist children and adults with physical disabilities or other special needs in a variety of ways. Some of the tasks our dogs perform include turning lights on and off, opening and closing doors, pulling wheelchairs, retrieving dropped objects, summoning help, and providing secure companionship. While all of these functions are vitally important in helping a person obtain greater freedom, perhaps the most impressive gift our dogs provide is social, rather than physical, in nature. The dogs eliminate feelings of fear, isolation, and loneliness felt by their companions. One Canine Assistants recipient made the value of this gift quite clear when asked by a reporter what she liked most about her service dog. Immediately, she responded, "My dog makes my wheelchair disappear."

Most Canine Assistants service dogs are born, raised, and trained at our facility in Alpharetta, Georgia, while some are occasionally adopted from local organizations or breeders. The majority of our service dogs are retrievers, including both goldens and Labradors.



About the Ride for Independence

What: The Ride for Independence will be a 24 hour a day charity ride on the official Dublin Dog Dream Bike and Sidecar from Charlotte, North Carolina to Washington D.C. The charity ride will come to a close in Washington D.C. where the Dream Bike and Sidecar will be presented to the winner of the national raffle.

When: The Ride for Independence will kick off on the 4th of July, 2009

Where: Beginning in Charlotte, North Carolina, the Ride for Independence will cover 400 miles of side roads in a non-stop pilgrimage to Washington D.C.

Why: To help raise \$20,000 to provide a service dog to an individual with special needs in North Carolina. The money raised will help to cover all the costs associated with the dog's training and graduation. More importantly, the funds will help to cover the cost of food and medical bills for the dog's entire life.

How to Win the Dream Bike & Sidecar: Raffle tickets are available on the Dublin Dog Foundation website (www.DublinDogFoundation.org) and at all promotional events for a minimum donation of five dollars. Donors' contact information will automatically be submitted for the raffle drawing of the Dream Bike and Sidecar. The winner will be announced at the completion of the Independence Ride in Washington D.C.

How to Participate: There are various ways to participate in the Ride for Independence. Local dog lovers in the route from North Carolina to Washington D.C. are encouraged to participate in the ride on their own bikes or in the official Dublin Dog Sidecar.



About The Dublin Dog Foundation Dream Bike



The Dublin Dog Foundation Dream Bike and Sidecar were crafted by custom fabricator Brock Warwick. After 120 hours labor, this one-of-a-kind Bike has an estimated value of \$3,000 and weighs in at over 40 pounds with the accompanying Sidecar. Once complete, the Bike and Sidecar will be adorned with sponsor logos and will be part of a charity ride from Charlotte N.C. to Washington D.C. that kicks off on the 4th of July, 2009. The Dublin Dog Foundation Bike and Sidecar can be used with your dogs, children, husband or any other stow-away who wants to get in. The Bike and Sidecar will be raffled off in the Summer 2009 at the completion of the Dublin Dog Foundation Independence ride. Raffle tickets are available with a minimum \$5.00 donation on the Dublin Dog Foundation website (www.DublinDogFoundation.org).



Dream Bike Sponsorship Levels

Platinum - \$2,500 - Logo Placement on:

- The official Dublin Dog Dream Bike
- Promotional t-shirts
- Event banners,
- On the Dublin Dog Foundation website
- In all press materials *

Gold - \$1,000 - Logo Placement on:

- Promotional t-shirts
- Event banners,
- On the Dublin Dog Foundation website
- In all press materials *

Silver - \$500 – Company Name Placement on:

- On the Dublin Dog Foundation website
- On promotional t-shirts

Lucky Dog - \$100 – Company Name Placement on:

- On the Dublin Dog Foundation website
- Will receive a Dublin Dog sponsored gift bag

* Targeted media outlets include: The Today Show, Ellen, The Charlotte Observer, Charlotte Magazine, PetStyle News, PetSugar, Fox & Friends, USA Today, The Early Show, Good Morning America, The Bonnie Hunt Show, Modern Dog, and more...



About Terry:
Recipient of the Canine Assistants Service Dog

Terry, who has Cerebral Palsy, lives in Winston-Salem with her daughter Jessica. Cerebral Palsy is a progressive illness that has diminished her ability to continue the activities she truly loves. Terry has applied to Canine Assistants because she is in need of a dog that will help her by pulling her manual wheelchair, providing balance and picking up dropped objects. Terry is very involved with her church choir and community, providing services where they are needed. Currently her daughter, who recently turned 18, is her primary caregiver but she will soon be leaving for school and Terry worries about being alone. A service dog will provide her more freedom and peace of mind as it will be able to call for help by pressing an EMT button installed in her house. Terry's dog will also accompany her in public by providing both physical and emotional support. Of course Terry is very interested in our Animal Assisted Therapy and Education Program knowing how much of an impact service dogs can have on a patient's mental and physical well being.



What is Cerebral Palsy

Cerebral palsy is a term used to describe a group of chronic conditions affecting body movements and muscle coordination. It is caused by damage to one or more specific areas of the brain, usually occurring during fetal development or infancy. It also can occur before, during or shortly following birth.

"Cerebral" refers to the brain and "Palsy" to a disorder of movement or posture. If someone has cerebral palsy it means that because of an injury to their brain (cerebral) they are not able to use some of the muscles in their body in the normal way (palsy). Children with cerebral palsy may not be able to walk, talk, eat or play in the same ways as most other children.

Cerebral palsy is neither progressive nor communicable. It is also not "curable" in the accepted sense, although education, therapy and applied technology can help persons with cerebral palsy lead productive lives. It is important to know that cerebral palsy is not a disease or illness. It isn't contagious and it doesn't get worse. Children who have cerebral palsy will have it all their lives.

Cerebral palsy is characterized by an inability to fully control motor function, particularly muscle control and coordination. Depending on which areas of the brain have been damaged, people with cerebral palsy may experience one or more of the following:

- * Muscle tightness or spasm
- * Involuntary movement
- * Disturbance in gait and mobility
- * Abnormal sensation and perception
- * Impairment of sight, hearing or speech
- * Seizures



For Immediate Release

Contact: Heather Willison or Sylvia Henry, heather@snap-pr.com, sylvia@snap-pr.com, 303.442.1009

Dublin Dog Foundation Announces Partnership with Canine Assistants

Dublin Dog Foundation also announces new board of directors and official website launch

CHARLOTTE, N.C. (April 9, 2009) - The Dublin Dog Foundation, the non-profit branch of Dublin Dog Co., Inc., the Charlotte, N.C.-based manufacturer of original, high-end pet accessories and owner apparel, announced today that it will be working in cooperation with Canine Assistants®, a non-profit organization which trains and provides service dogs for children and adults with physical disabilities or other special needs. The Dublin Dog Foundation, which was established to help foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions, also announced the addition of nine new board members to the Dublin Dog Foundation team as well as the official launch of its new website www.DublinDogFoundation.org.

"Canine Assistants is grateful for the support from the Dublin Dog Foundation," said Tib Holland, development director for Canine Assistants. "The Dublin Dog Foundation will be conducting a fundraiser on our behalf and the proceeds will be used for a Canine Assistants Dog Team Sponsorship. This sponsorship will cover the training, food and medical costs for the life of a service dog that will be placed with an individual in need in North Carolina. We cannot thank the Dublin Dog Foundation enough for their hard work and generosity - we are very fortunate to have friends who are dedicated to helping the people who need us most."

"We are truly moved by the hope and encouragement service dogs provide to their human companions and are thrilled to be able to sponsor such a unique and inspiring partnership especially in our home town," said Jason Watson, founder of the Dublin Dog Foundation and CEO of Dublin Dog Co. "With the addition of our new board members to the Dublin Dog Foundation team, we'll be able to have an immediate impact on those not only in our state, but throughout the nation. Each new member brings a unique perspective and background to the foundation which will help us address the many facets of both service and therapy dogs and how we can best assist humans and canines alike."

Gretchen Hollifield, owner of professional dog training service The Dog Wizard, has been named president of the foundation. Hollifield is a long time advocate for canines, serving as an advocate for the Stop Dog Fighting campaign and acting as a mentor to children on how to care for dogs.

"I have been lucky enough to witness firsthand the impact that service animals can have on their human recipients," said Hollifield. "Therefore, I could not be happier to be involved with an organization who sets out to provide more opportunities for this unbelievable relationship between dog and man. I cannot wait to get started and be a part of the lives this foundation is going to change."



D. Dog Foundation/Canine Assistants, p. 2

The 2009 Dublin Dog Calendar, which launched in December, was the first fundraising initiative for the foundation. Currently on sale on the Dublin Dog website (www.DublinDog.com), 100% of the calendar's proceeds benefit the Dublin Dog Foundation and the American Pet Cross. The foundation's current fundraising campaign, the Dublin Dog Dreambike raffle, kicked off earlier this month. The Dublin Dog Foundation Dreambike and sidecar will be part of a national raffle this summer in an effort to raise the funds needed to sponsor the training and full life of a service dog. The Dreambike and sidecar charity ride will kick off on Independence Day - the 4th of July. The Dreambike and sidecar will cover 400 miles of side roads, in a charity ride from Charlotte, N.C. to Washington D.C. in an effort to continue raising the funds needed to sponsor a service dog for an individual in North Carolina.

About Dublin Dog

With "You should be so lucky"[™] as its company motto, Dublin Dog is committed to pampering pets and their owners everywhere by producing accessories that blend hip style and function. Founded in 2007 in Charlotte, N.C., by passionate dog owner Jason Watson, Dublin Dog is the creator of the original "All Style, No Stink" 100% waterproof dog collar, as well as a complete line of colorful and stylish leashes, dog tags, and fashion-forward t-shirts for owners. The Dublin Dog Foundation, the non-profit branch of Dublin Dog, was created in 2008 to foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions. Dublin Dog products are sold online at www.DublinDog.com, as well as in fine pet stores and boutiques throughout the U.S and abroad.

###



For Immediate Release

Contact: Heather Willison or Sylvia Henry, heather@snap-pr.com, sylvia@snap-pr.com, 303.442.1009

Dublin Dog Foundation Dream Bike Giveaway Kicks Off Online; Recipient Chosen to Receive Service Dog from Funds Raised

Dream Bike and Sidecar to be paraded during in the 2009 Let Freedom Ride charity ride to Washington D.C.

CHARLOTTE, N.C. (April 28, 2009) – The Dublin Dog Foundation, the non-profit branch of Dublin Dog Co., Inc., which helps foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions, announced today that raffle tickets for the Dublin Dog Dream Bike and Sidecar Giveaway are now available online on at www.DublinDogFoundation.org for a minimum donation of five dollars.

Local fabricator Brock Warwick spent over 120 hours custom crafting the official Dublin Dog Dream Bike and Sidecar, which has an estimated value of \$3,000. The national raffle for the Dream Bike and Sidecar will help to raise the funds needed to sponsor the life of a service dog for an individual in need. The foundation's fundraising goal of \$20,000 will help to cover all the costs associated with the dog's training, graduation, food and medical bills for the dog's lifetime. The Dublin Dog Foundation teamed up with Canine Assistants to select Winston-Salem, N.C. resident Terry, who has Cerebral Palsy, to receive the sponsored service dog.

"We are thrilled to announce Terry as the recipient of the Dublin Dog Foundation sponsored service dog," said Jason Watson, founder of the Dublin Dog Foundation and CEO of Dublin Dog Co. "This year's Independence Day will have special meaning for Terry who has long been constrained by her Cerebral Palsy. The unfortunate and debilitating effects of her disease have left her dependent on her daughter who will soon be leaving for college. With a service dog, Terry will be able to be more active, mobile and she will once again have independence and peace of mind. The 4th of July will truly be Terry's own personal Independence day."

Kicking off on the 4th of July, the 2009 Let Freedom Bark Ride will be a 24 hour-a-day, 400 mile charity ride on the official Dublin Dog Dream Bike and Sidecar from Charlotte, N.C., to Washington D.C. The winner of the raffle will be announced at the close of the ride in Washington, D.C.

About Dublin Dog

With "You should be so lucky"™ as its company motto, Dublin Dog is committed to pampering pets and their owners everywhere by producing accessories that blend hip style and function. Founded in 2007 in Charlotte, N.C., by passionate dog owner Jason Watson, Dublin Dog is the creator of the original "All Style, No Stink" 100% waterproof dog collar, as well as a complete line of colorful and stylish leashes, dog tags, and fashion-forward t-shirts for owners. The Dublin Dog Foundation, the non-profit branch of Dublin Dog, was created in 2008 to foster the therapeutic and service roles of dogs in the development, support, and inspiration they provide to their human companions. Dublin Dog products are sold online at www.DublinDog.com, as well as in fine pet stores and boutiques throughout the U.S and abroad.

###