



January 20, 2010

FOR IMMEDIATE RELEASE:

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CAMP BOW WOW LAUNCHES THE HELPING HOUNDS IN HAITI FUNDRAISING DRIVE

Emergency relief campaign for animals left homeless in Haitian Disaster

Boulder, CO: In the aftermath of one of the most devastating natural disasters of our time, countries from around the globe have focused their efforts on providing aid: food, water, shelter and medical assistance to the Haitian people. And unfortunately, when people suffer, so do their animals. Camp Bow Wow®, Home Buddies by Camp Bow Wow® and the Bow Wow Buddies® Foundation are participating in the international effort to help the surviving animals on Haiti by launching the **Helping Hounds in Haiti Fundraising Drive** to collect donations for the **Animal Relief Coalition for Haiti (ARCH)**.

Donations to Camp Bow Wow's Helping Hounds in Haiti fundraising effort can be made through local Camp Bow Wow or Home Buddies by Camp Bow Wow locations through the end of January or online at www.bowwowbuddies.com, type HAITI in the comments section. 100% of the funds raised will directly benefit ARCH.



The World Society for the Protection of Animals and the International Fund for Animal Welfare organized The Animal Relief Coalition for Haiti to coordinate the actions of all animal welfare organizations involved in response efforts. "The island nation of Haiti is one of the world's poorest, most impoverished countries in the world," said Heidi Ganahl, CEO and founder of Camp Bow Wow, Home Buddies by Camp Bow Wow and the Bow Wow Buddies Foundation. "There aren't any animal welfare groups, shelters or veterinary schools there even in good times. Haiti's primary industry is agriculture, which means that there are literally thousands of injured, hungry and homeless domestic pets and farm animals that need our help now. Once services are restored to the island and people begin to re-build their lives, the economy will suffer even more if their animals don't survive. Please help us make a difference by donating to the Animal Relief Coalition for Haiti today. We're working to make sure aid gets to as many animals, and in as short a time, as possible."



About Camp Bow Wow® *Where a dog can be a dog®*

In just 10 years, Camp Bow Wow, the premier doggy day care and overnight camp in North America, has grown to include over 100 Camps across North America. The company was recently ranked as the 447th fastest growing private company on the INC magazine 500 for 2009 list.

The Camp concept provides the highest levels of fun, safety and service for its campers, and peace of mind for their parents. Since the Boulder, Colorado-based Company started franchising in 2003, Camp Bow Wow has sold more than 200 franchises in 39 states, plus one in Canada. As Camp Bow Wow grows, our simple philosophy remains the same: It's all about the dogs.

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Home Buddies by Camp Bow Wow®

New In-Home Pet Services Franchise is Backed by the Camp Bow Wow® Brand

The latest brainchild from Camp Bow Wow creator Heidi Ganahl, Home Buddies, builds upon the Camp Bow Wow mantra, "It's all about the dogs," and applies it to all family pets. The service was created in response to Camp Bow Wow parents who have other pets needing care at home – new born pups, elderly or infirmed dogs, cats, birds and fish – who aren't eligible to attend camp. Each locally owned Home Buddies provides pet owners with a menu of services so clients can customize care and services to meet their pet family's needs. Home Buddies services include dog walking, daytime and overnight care and poop scoop cleanups and administering care to special needs pets. Pet parents, who can't bear to be away from their brood, can rent Home Buddies Cams™, similar to the Camper CamsSM used at Camp Bow Wow locations, and have them installed in their homes so they can look in on their family by logging on to the internet. Complimentary services include small, but necessary tasks, such as bringing in newspapers and mail.

The Bow Wow Buddies Foundation®

Bettering the lives of our furry friends

The Bow Wow Buddies Foundation is a non-profit organization dedicated to improving the lives and health of dogs everywhere, through supporting foster and re-homing programs, spay and neuter efforts, disaster assistance, canine cancer research, animal welfare education and shelter improvements. Inspired by her passion for dogs and desire to give back to the communities that made Camp Bow Wow so successful, Camp Bow Wow CEO and founder, Heidi Ganahl, established The Bow Wow Buddies Foundation in 2007.

www.bowwowbuddies.com

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