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Dog Daycare and Franchising: A Thriving Business in a Down Economy

At the Convergence Point of Two Recession Resistant Industries, Doggy Day Care Company, Camp Bow Wow, Expands Across the Country

Boulder, CO (MarketWire) October 21, 2008, – Times are tough and Americans are curtailing their spending, but [dog day care](#) and [dog boarding](#) facilities are still thriving as passionate pet owners draw the line at cutting back for their furry friends.

Recent statistics released by the American Pet Products Manufacturing Association (APPMA) indicate that the pet sector continues to grow, and leading [dog care franchise](#), [Camp Bow Wow](#), is rapidly expanding with that trend.

“People will cut back on dining out and shopping, but are much less inclined to pull their dogs out of the day care that they’ve grown to love and trust,” said Heidi Flammang, CEO and Top Dog of Camp Bow Wow. “We continue to see our dog day camps thrive across the country because people still need a safe and fun place to board their pets when traveling for work or pleasure.”

Camp Bow Wow is the Premier Doggy Day and Overnight Camp® with 86 current locations and over 115 additional camps under development around the country and in Canada. While maintaining a mom-and-pop feel, Camp Bow Wow has advanced and standardized into the most sophisticated dog day care and overnight care operation in the country. Utilizing technology, state-of-the-art facility design, and intensive employee training, Camp Bow Wows are operationally the best run and safest environments for dogs.

Camp Bow Wow continues to receive strong demand for new franchises, exemplifying the historical performance of franchise systems during recessions. Franchising with Camp Bow Wow makes an attractive opportunity because it provides entrepreneurs with a proven business model supported by a network of like-minded dog lovers.

The Furry De-Tails:

- Camp Bow Wow has nearly doubled its number of operating camps from 46 in October 2007 to 86 in October 2008, representing a twelve-month growth rate of 87%.
- The APPMA estimates total pet expenditure to surpass \$43 billion in 2008.
- Overall pet spending is growing steadily at 7% per year.
- The U.S. Market for Pet Care Services is valued at \$22 billion for 2008.
- According to the APPMA, more than 60 percent of U.S. households own at least one pet, an increase of 5 percent from approximately fifteen years ago.

Visit www.campbowwow.com today to see locations in your neighborhood or for information on franchising.

About Camp Bow Wow

[Camp Bow Wow](http://www.campbowwow.com), where a dog can be a dog[®], is the premier doggy day care and overnight camp in North America. It is designed to provide the highest levels of fun, safety and service for its campers, and peace of mind for their parents. Since the Boulder, Colo.-based company started franchising in 2003, Camp Bow Wow has sold over 200 franchises in 38 states, plus one in Canada.

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