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HOLLYWOOF SWAG BAG GETS A DOSE OF VANCOUVER FASHION

TheFleasKneesTees bite back at the Puppy Mill industry

VANCOUVER – August 12, 2008 – “Puppy Mills Bite”: fact, and now fashion. The latest design by Vancouver’s *TheFleasKneesTees* goes Hollywood (again) – chosen as the exclusive tee shirt for Distinctive Assets’ HollyWOOF doggy gift bag. This month, twenty-five dog-loving media mavens – including **Oprah, Ellen DeGeneres and Miley Cyrus** – will get a sneak-peek of the Puppy Mills Bite tee in the first annual HollyWOOF doggy bag.

“It’s an honour to have been approached for inclusion,” says *FleasKnees* founder, Mary-Jo Dionne, of the bags distributed by LA’s Distinctive Assets – the trend-watchers behind the *Everybody Wins At The Oscars® Gift Bag*. “Distinctive Assets gets it. And the puppy mill industry has just got to go.” That’s why \$5 from each tee supports Best Friends Animal Society’s Puppies Aren’t Products; a campaign that encourages adoption and advocates better legislation against puppy mills. The 100% cotton Puppy Mills Bite tee will see its public debut October 3rd at the star-studded Lint Roller Party in Hollywood. The red-carpet gala benefits Best Friends Animal Society, celebrating its silver anniversary, and the organization behind the hit series *DogTown*.

Approximately 570 animals are euthanized every hour in the US alone, due in no small part to the estimated 4 million new puppies annually being cranked out of over 5,000 puppy mills in operation across America. Dionne, an advocate for responsible pet ownership for those very reasons, sees her little man-mutt Cowboy as the inspiration behind the company and urges people to “Buy tees. And adopt dogs.” Tees can be purchased at FleasPlease.com. And dogs can be adopted from shelters, petfinder.com, or an AKC or CKC registered breeder.

For more information, visit FleasPlease.com.

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