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CHEEKY TEES FOR DOG-MOM FASHIONISTAS SUPPORT ANIMAL RESCUE.

Debut of TheFleasKneesTees.com celebrates the joys of dog-motherhood.

VANCOUVER, BC – At last, being a dog-mom no longer means shoulder-padded sweatshirts adorned with illustrated huskies. An online tee boutique, www.TheFleasKneesTees.com, is tailored to the dog-loving fashionista. The launch line-up, which debuted at a star-studded animal rescue fundraiser at ThePlayboyMansion, includes cheeky tees like *Fairy Dogmother*, *Mom-of-a-Bitch*, *Ghetto Stud's Mama*, *DogMom: the new milf*, and the limited-edition, *One giant leap for dogkind*. Individually hand-screenprinted in silver foiling, the tees are available in black or white. Each tee in the original collection is made from 100% pima cotton.

But these tees give more than attitude. They give funds. Partial proceeds from every tee are donated to *TheFleasKneesFund: One giant leap for dogkind*, which is distributed to no-kill animal rescue groups. The World Society for the Protection of Animals estimates there are 600-million unwanted dogs globally. *TheFleasKneesTees* gives responsible dog-owners and dog-lovers a chance to do something about it. "*TheFleasKneesTees.com* is a vehicle for proud dog-moms to pool their resources, to step up to the plate, and to encourage people to take proper care of their animals," says founder Mary-Jo Dionne. "And to look good while doing it!"

Five dollars from every purchase of a tee from *The Mama Foursome* launch line, and ten dollars from every purchase of the *One giant leap for dogkind* tee will be donated to *TheFleasKneesFund*. For more information on the fund or to view the entire *FleasKneesTees* collection, please visit www.TheFleasKneesTees.com

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