



Monday - Friday 10 to 6
Saturday 9 to 4
Sunday Closed

April 2010

Trade In - Trade Up...



Think about the saying 'you are what you eat' and then look at your current bag of dog or cat food. What are the first few ingredients? Are there grain flours, glutens or by-products? We want to help get your pet on a healthy road. Bring in any bag of pet food that we do not sell and we will give you a small bag of Wellness or Holistic Select dog or cat food (while our supply lasts). This trade-in will cost you nothing and the value of the trade-up in quality of food will have your dog or cat jumping for joy. Let us talk with you about the value of the quality ingredients and processing in the foods we carry, and have the first meal "on the house".



We Would Love Your Help...

We are pleased to have been nominated for the **KCRG A-list** as one of Eastern Iowa's best pet stores. Our two and four legged customers are very important to us. If you haven't voted you can go [on-line](#) and vote for us. While we will appreciate your vote, what we truly appreciate is you and your pet companions. This is not a butterfly ballot, so we are not anticipating any recounts. You can vote until Friday May 14th at <http://kcrg.cityvoter.com/leash-on-life/biz/74051>

Our Pledge...

We have taken the Humane Society of the United States pledge in support of stopping puppy mills. Our pledge is that we have never and will never sell live animals in our store. We also pledge to offer adoption days in our store. We have done this several times in the past for the Iowa City Animal Care and Adoption Center and the Johnson County Humane Society. Our ongoing support of our local animal shelters comes from the belief that shelters have an overflow of dogs, many of them purebreds, just waiting for homes. There are also breed specific rescue groups for every breed of dog or cat you can think of. You can ask Rosie here in the store, she is a believer that mixed-breed dogs also make wonderful pets.

If you have your heart set on a specific breed keep an eye out at the shelter or locate a rescue group that specializes in the breed of dog or cat that interests you. If you are buying from a breeder be certain to see the facility and meet your puppy's parents.

Paw Breaker...

The Pawbreaker© is one incredible catnip toy! It is about time someone came up with this idea. Pawbreakers© are the purrrfect combination of an all-natural, healthy and fun toy and treat all rolled into one. Made with fragrant catnip, this toy is candy for cats. Pawbreakers© are 100% natural, 100% edible, and 100% fun. Every time your kitty chews or scratches this treat, it releases the intense fresh aroma of catnip. Pawbreakers© will keep your favorite feline friend full of zip!



Orijen



Orijen dog & cat food is made from ingredients that are local to their Canadian factory. This assures that the ingredients are always fresh. As a matter of fact, if one of their ingredients is out of season, they just won't produce that food until it is available. There are no substitutes for the quality & freshness they demand. Orijen only sells what they make in their own Alberta factory. This is a high protein, low carb, grain free food with a ratio of 70% meat, 30% fruit & vegetables. Orijen has received The Glycemic Research Institute pet food of the year award for the second year in a row. The award criterion involves analysis of the food focusing on anti-aging, diabetes, arthritis, blood glucose and insulin response, in dogs and cats.

<http://www.orijen.ca/orijen/about/>

Face It...

Last month we had our computer melt down. We are up and running better than ever. We also have a new Face Book fan page. Please join us for periodic updates, fun activities and in store specials. Not on Face Book, give us a call and we will sign you up for our e-mail newsletter.

Adoptable dog of the Month: Damita ...



Damita is a friendly and outgoing German Shepherd mix. At about nine months old of course she likes her toys. She also likes interacting with people. Like any nine month old she gets excited when playing, but calms when asked.

Adoptable cat of the Month: Layla

Layla is a beautiful friendly gal. At about a year old she gets along with everyone dogs and cats alike. Check out Layla's very own action video <http://www.icanimalcenter.org/indexa.html> . You can get information about any of the dogs, cats or bunnies at the Center by visiting the web site or calling 319-356-5295



Chip In...

Microchips are a wonderful and safe way to identify your dog. Thanks to Midwest One and the Friends of the Animal Center Foundation you can get a chip placed for \$5 on May 1st 10am-1pm. Be sure to have proof of rabies and go to the bank on Keokuk Street. Call 356-5295 if you have any questions. This is a great service and an added level of safety for your dog. Thanks to Midwest One for their third year of sponsoring this event.

A Matter of the Heart...

Oh, be still my beating heart—it's that time of year again. Not only pesky, those mosquitoes are a significant health threat to both your dog *and* cat. Prior to starting a heartworm prevention for your dog, a heartworm check must be performed by your veterinarian. Your veterinarian will then prescribe a continuous (yearly) or seasonal (from thaw to frost) preventative program based on your dog's needs. Heartworm prevention is also important for your cat.

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