



## Pet clothing line puts safety first

Montreal-based LuvGear has teamed up with San Diego-based PETCO to introduce a line of organic apparel and accessories for dogs designed to help protect them from the dangers of heat. Planet PETCO apparel, featuring LuvGear technology, will be introduced in May as part of the recently launched Planet PETCO line of eco-friendly lifestyle and care products that encourage sustainability.

TempAlert is designed to warn dog owners when external temperatures are reaching levels that may be harmful or fatal to a dog. "Alert" icons are sewn di-

rectly onto the clothing or material and serve as a visible warning sign when the temperature reaches a dangerous level. In normal conditions, the alert patch displays a dark blue thermometer. When the outside temperatures reach approximately 100 degrees, the blue disappears, and an "alert" warns the owner to take necessary steps.

## Amber Alert-inspired system reunites pets, owners

Mark Jakubczak, founder of PetAmberAlert.com, announced that between 2009 and 2010, his Amber Alert-inspired company has helped to recover more than 1,000 lost pets and returned them to their homes.

PetAmberAlert.com uses phones, faxes, computers and dedicated software to alert thousands of neighbors, animal shelters, pet stores, police stations and veterinary offices in the area within an hour a pet is reported missing anywhere in the United States and Canada.

"When pets go missing, pet owners cannot spread the word fast enough. That is why I created a fast, reliable missing pet alert system," Jakubczak said.

Amber Alert is an emergency response system employed in response to the suspected abduction of a child. It was named after 9-year-old Texas girl Amber Hagerman, who was abducted and murdered in 1996.

According to the Humane Society of the United States, 6 to 8 million animals enter animal shelters each year, and 3 to

4 million are euthanized. The PetAmberAlert system helps to reduce this number. Featured pet listings remain on the website for over 360 days or until the animals are found.

"Every pet deserves to be returned home safely," Jakubczak said. "We don't want them to end up in a shelter or the pound."

PetAmberAlert.com offers a free Lost Pet Recovery Guide on its website. This is an extensive step-by-step guide explaining the actions to maximize a pet's chance of being safely recovered. It includes a lost dog/cat checklist.

## TV series reveals truths about man's best friend

Documentary Channel® has launched Extraordinary Dogs, a weekly series of 30-minute episodes on how dogs have been trained to take advantage of their keen senses, agility, stamina, loyalty, instinct and defense capabilities.

Featuring breeds such as Newfoundland Labradors, golden retrievers, Alaskan huskies, miniature Schnauzers and bulldogs, Extraordinary Dogs reveals the myths and realities about the astonishing talents of man's best friend.

New episodes of Extraordinary Dogs will air each Sunday at 8 p.m. through April 24.

Documentary Channel is primarily available through satellite television services DISH Network (Ch. 197) and DirecTV (Ch. 267).

### BOOK REVIEW

## Bad Dog: A lesson in healing

Can a dog improve your health? In Martin Kihn's case, a dog kept him sober.

Bad Dog: A Love Story, Kihn's new memoir, is not a typical, fuzzy dog book. The premise: Man gets drunk; man gets dog; man, because he's inebriated, fails to impart an ounce of discipline on dog. Here is a story about a man's struggle to stay

sober and tame an unruly but irresistible Bernese mountain dog named Hola in New York's Washington Heights.

Kirkus Book Reviews calls this "an endearing read, full of hope, humor and humility." This book proves dogs' salubrious effects on humans—both mentally and physically.



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