

## THE PLANET DOG FOUNDATION REACHES MILLION DOLLAR MARK

### *Planet Dog's Non-Profit Grantmaking Organization Proudly Donates Over One Million Dollars in Support of Canine Service*

**Portland, ME (July 9, 2013)** - The [Planet Dog Foundation \(PDF\)](#), [Planet Dog's](#) non-profit grant making organization, is extremely proud to announce that it has reached the million dollar mark! Since 2006, PDF has awarded over one million dollars in cash grants and product donations to canine service organizations across the country that are helping dogs help people.

The socially responsible pet industry leader will celebrate the milestone by hosting a party on July 23<sup>rd</sup> at the SuperZoo trade show in Las Vegas at 3:30 pm at the Planet Dog Booth (#1627). The company will also host a local celebration at the Planet Dog Company Store in Portland, Maine and has created a special hangtag that is being added to their entire product line.

The mission of the Planet Dog Foundation (PDF) is to promote and celebrate programs in which dogs serve and support their best friends. PDF is funded primarily by Planet Dog's contribution of 2% of every sale to the Foundation's grantmaking fund. Planet Dog's contributions are augmented through private donations and the proceeds from local fundraising events as well as the [Orbee-Tuff Glow for Good Ball](#), a best seller that donates 100% of its sales to PDF.

PDF has awarded 101 grants to 65 non-profit organizations in 27 states ranging from \$500 to \$10,000. The grants have been used to help Assistance and Service Dog organizations (44 grants), Therapy Dogs and Animal Assisted Therapy Dog Programs (36 grants) and K9 Search and Rescue, Police, Fire and Military Dog programs (21 grants).

"There is an overwhelming need for funding to support canine service programs and the amazing ways dogs are helping people in need," says Kristen Smith, the Executive Director of the Planet Dog Foundation. "We are thrilled to have been able to donate over \$1,000,000 in support of over 100 exceptional programs and already have our sights set on the next million. We will continue to romp the romp and provide PDF with resources to keep having a real impact on the working dog community," adds Smith.

Planet Dog Foundation grant-making started small, giving just \$10,000 in their first cycle in the Spring of 2006, but they aimed for a huge impact. Even when the economic downturn hit, PDF kept giving. They offered \$50,000 in one grant cycle, \$29,000 in another grant cycle, another \$62,000 after that. PDF donated \$45,000 worth of leashes, collars and dog

another. After hurricanes, tsunamis, earthquakes, tornadoes and the Boston Marathon bombing, PDF gave emergency funds to support search and rescue efforts and animal-assisted therapy.

PDF grants to Assistance Dogs Organizations have supported: Mobility Assistance Dogs; Guide Dogs for the visually impaired; Hearing Dogs; Medical Alert Dogs for diabetes and epilepsy; Psychiatric Service Dogs; Autism Dogs and Assistance Dogs for wounded Veterans.

PDF grants to Therapy Dogs Organizations have supported: Animal Assisted therapy for traumatic brain injury and physical rehabilitation; Reading Dogs and Academic Support Dogs; Therapy Dogs for adjudicated youth; prison rehabilitation programs; courtroom and Therapy Dogs for abuse and rape victims; Therapy Dogs for military personnel suffering from PTSD; disaster relief organizations and visitation programs for hospitals, nursing homes and rehabilitation facilities.

PDF grants to K9 Search and Rescue Organizations have supported: wilderness area searches; disaster site searches; human remains detection for water and land; missing person searches; tracking and training; navigation; and even wilderness tracking of endangered animals and plant species.

PDF grants to Police, Fire and Military Dogs have supported bulletproof vests; medical funding for retired police dogs; fire-accelerant detection dogs; training and outreach; wounded warrior programs and bomb sniffing dogs.

“We could not have achieved this incredible milestone without the support of our customers,” says Stephanie Volo, Planet Dog’s Co-CEO and Partner. “Without their loyal business and support, there is nothing to give. On behalf of the hundreds of organizations we have supported and the thousands of people they have helped, we thank them with a million wags and a million sloppy kisses,” adds Volo.