

A Message From The Top Dog...

It has been a long time in the planning...but welcome to the premier publication of **THE URBAN BARKER!** It is my sincere hope that this quarterly newsletter will not only offer meaningful information and tips on responsible dog ownership, but also some laughter and levity as we discuss the all too familiar antics of our furry four-legged companions. I would like to take this time to thank everyone for their continued support and encouragement in the development of our business. When Laurie and I set out on this venture, it was our goal to contribute to the community of fellow dog lovers. I trust that in some little way we have managed to do so. From our family to yours, Laurie and I would like to extend best wishes to you for a Happy Holiday Season, one filled with peace and tidings of good will. We look forward to continuing to contribute to you and your puppy's health and happiness in the New Year!

Best Wishes,
Philip

Upcoming Events

Santa Claus is coming to Town...

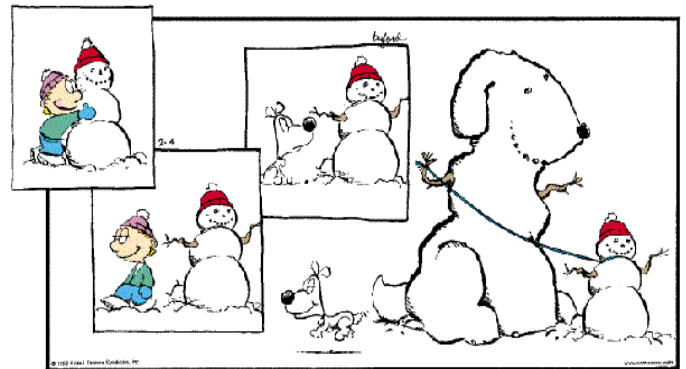
Want to have your dog's photo taken with Santa? The Urban Puppy Shop is pleased to announce its 2nd annual "Pooch Portraits with Santa" event.

Santa and his Little Helpers will be visiting our store on December 4th and 5th between 11:00am and 4pm. With a minimum donation of \$10, you can have a professional photograph taken of your dog with Santa. Sponsored by Gallo Creative, The Vancouver Courier, RC Pets, Wellness, and Burgham. All proceeds benefiting BC Pets and Friends, a not-for-profit society that places dogs in eldercare and children's hospice facilities.



You and your furry companion can get into the "**Christmas spirit**" at The Urban Puppy Shop's 3rd annual Christmas Wine & Cheese Client Appreciation Event being held December 9th between 7:00pm and 10:00pm. Come join in on the fun and furry frolic as like-minded dog-loving folk come together to eat, drink and be merry...and, of course, share a dog story or two. Hope to see you there!! Please RSVP to #604.736.0557 before December 6th if you plan to attend.

Favorite Bark-toon



Canine Communications...

While the Christmas holiday can bring us much celebration and joy, it can also offer some potential hazards to our pets. Be sure to make this festive season safe and enjoyable for everyone in your family by observing the following dog safety tips:

Fido and the Christmas Tree

Secure Christmas trees to a wall or ceiling hook with sturdy fishing line. This will help prevent the tree from toppling over should your dog jump on it or accidentally knock it over. Whenever possible, keep electrical cords out of reach. Remember that Christmas tree lights and electrical cords can be fatal if chewed on by a dog. And unplug Christmas

tree lights when you're not home to supervise your dog. If you have a live Christmas tree, keep the water stand covered. Pinesap mixed with water makes a poisonous drink for your pet.

Fido and Christmas Ornaments

If you have a dog that is tempted to play with the ornaments on your tree, decorate the bottom third of the tree with non-breakable, plastic, or wooden ornaments, or decorate only the top two-thirds of your tree. Pick up any ornament hooks, tinsel, or ribbon that fall on the floor. Your pet could experience serious internal injuries if any of these items are ingested.

Bones

As with any other cooked bone, turkey bones can be hazardous to your dog and are not recommended.

Fido and Holiday Treats

Chocolate contains an element, called theobromine, which is toxic to dogs. Even an ounce or two of chocolate can be lethal to a small dog (10 lbs. or less). Larger quantities of chocolate can poison or even kill a medium or large dog. Symptoms of chocolate poisoning include: vomiting, diarrhea, tremors, hyperactivity and seizures. During the Christmas holiday, chocolate is often accessible to curious dogs, and in some cases, people unwittingly poison their dogs by offering them chocolate as a treat.

Fido and Holiday Plants

Poinsettias, mistletoe berries, and other popular holiday flowers can cause serious stomach upset for pets. Check with your veterinarian or local poison control center to find out what holiday plants and flowers you need to keep out of your dog's reach.

News Update

The Urban Puppy Shop is pleased to announce that Cathy McFarlene has joined our team as our full-time dog groomer. Cathy, whose family has been involved with breeding and showing dogs for many years, comes with 5 years experience in grooming all types of breeds. Cathy completed her grooming

certification at Paragon Pet Grooming School in Grand Rapids, Michigan. She has worked previously for both Petsmart as well as a private salon and comes highly recommended.

We are also pleased to announce that The Urban Puppy is now offering grooming services 7 days a week. Please welcome Mayura Colling who will be providing grooming services on Sundays and Mondays. Mayura trained and received her certification from Animal Haven Grooming School in Surrey, recognized as one of Canada's premier training facilities for grooming.

Book Early! Christmas is Coming...

Present this coupon and

SAVE 15%

On Your Next Dog Grooming

(Valid until January 31, 2005)

The Urban Puppy Shop

2173 West 4th Ave., Vancouver

604.736.0557

Product Review

Product Profile

Each breed of dog has specific nutritional requirements, depending upon their unique physiological characteristics. Royal Canin is pleased to introduce breed specific lines of dog food, designed to meet the particular nutritional requirements of your breed of dog. The Urban Puppy Shop is pleased to supply the following:

- Yorkie
- Chihuahua
- Pomeranian
- Shepherd
- Labrador

New Product

Heard of Square Pants Sponge Bob and his friends? They're cute, they're lovable, and they're here!! Check out the new plush and vinyl Sponge Bob toys for your dog.

The Urban Puppy Shop is a dog specialty store, dedicated to meeting all of your dog's requirements for daycare, grooming, nutrition, accessories and more. To enquire about any of our products and services, please call 604.736.0557 or visit us at 2173 West 4th Avenue, Vancouver.