

# Pet E! Magazine

April 2008 Issue 3

**PARIS AND  
TINKERBELL'S  
PARTNERSHIP**

Meet Bella Pet E!  
First Spoke Dog



Eli New York's Most Popular  
Chihuahua



## Cover Story

10



## Fashion & Style

24



## Pet E! First Spoke Dog

41



# Pet E! Magazine

April 2008 Issue 3

## FEATURES

### 06 Easter Stories

Easter hunting with your pet  
A special love story

### 27 Dog Whisperer

Cesar Millan speaks out

### 30 Saying good bye to Uno

Westminster first beagle  
retires, so what's next?

### 32 A pet's healing touch

The Susan Ortiz Story

## IMAGINARY TALES

### 16 Pet Love

Everyday household pets  
reclaiming love again

### 19 Introducing the Tom Cat Club

Love, deceit and ties that bind

### 31 Pet Presidential Candidates

Meet Bella Luna

### 38 American Pet Idol

Meet the judges and  
contestants

### In Every Issue

- Imaginary Tales
- Pet Health Foods
- Bird Gossip Column

**Barking At  
YOU!**



**Editor-in-Chief  
April Issue**

## **DOGGY BAG!**

Enter in our Pet Fashion contest and win a personalized pet scrapbook and be featured in our fashion page in the next issue!

\*Deadline for submission is May 31, 2008.

Go to: [www.petemagazine.com](http://www.petemagazine.com) to sign up!



Dear Pet Lover:

We invite you to come into the fantasize world of everyday pets which depicts creative and exciting feature stories about pets across the globe. Here at Pet E! we like to think of ourselves as the voice of animals who would not other wise be heard, and in this issue, it's all about animal juicy hook-ups and break ups, fashion and style, glitz and glamour, and movie stardom for some lucky pets. So join in on the most light-hearted fun-loving magazine that has painted the town upside down.

### **Get It While It's Hot!**

**[www.petemagazine.com](http://www.petemagazine.com)**

Pet E! Magazine is one of the fastest growing pet magazine on the market.

#### **Get the pet scoop on:**

- Latest Pet Trends
- Creative Imaginary Tales
- Advice Column
- Hot Pet Topics



Swarovski Jewelry



Cute Dog Backpacks



[www.doggiedesigner.com](http://www.doggiedesigner.com)

# Super Pet Expo™ .com

The premier shopping event... Everything for every pet owner!

**OPEN  
TO THE  
PUBLIC**

February 8-10, 2008

Edison, NJ

**LIVE  
ENTERTAINMENT**  
**Leashed Pets  
Are Welcome!**

**MEET ELWOOD!**



**THE WORLD'S  
UGLIEST DOG**

February 15-17, 2008

King of Prussia, PA

**LIVE  
ENTERTAINMENT**  
**Leashed Pets  
Are Welcome!**

March 28-30, 2008

Chantilly, VA

**LIVE  
ENTERTAINMENT**  
**Leashed Pets  
Are Welcome!**

**NEW**  
**Holiday  
Shopping  
Show**

November 7-9, 2008

Suffern, NY

**LIVE  
ENTERTAINMENT**  
**Sorry.  
No Pets.**

**NEW**  
**Holiday  
Shopping  
Show**

November 14-16, 2008

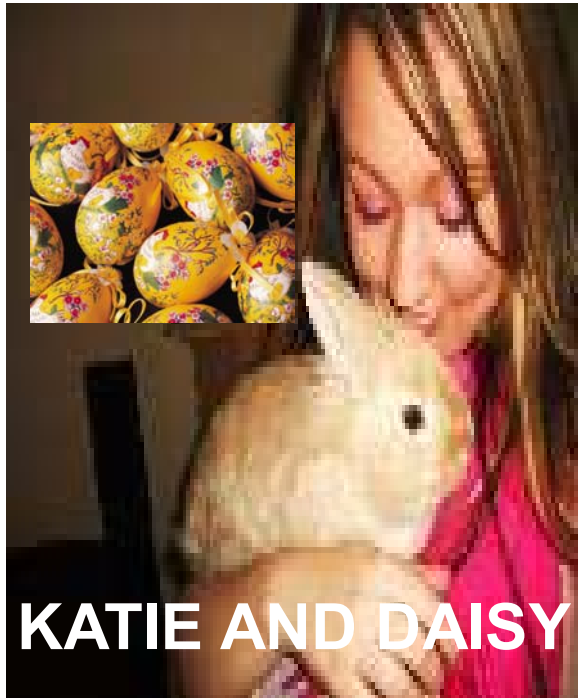
Edison, NJ

**LIVE  
ENTERTAINMENT**  
**Leashed Pets  
Are Welcome!**

## Super Pet Expo™

11140 Rockville Pike, #810  
Rockville, MD 20852  
301-564-4050 or 866-SUPER-PET  
fax: 866-786-8025  
e-mail: [info@SuperPetExpo.com](mailto:info@SuperPetExpo.com)

# SPENDING EASTER WITH YOUR PET



## Can't Have Easter Without the Easter Bunny



Millions of people celebrate Easter every year. But what is Easter without a bunny? Since the beginning of time, rabbits have been the symbol of America's favorite holiday. Like Santa relates to Christmas so is the bunny to Easter. During Easter Sunday, many people attend religious services, have festive

family meals, participate in Easter egg hunts, and gift-giving is exchanged. But this one mother who named is Katie but refers to herself as "mummy" knows how to appreciate and value her very own bunny everyday. Daisy is not just an Easter bunny, but she represents the everyday family pet and is treated like a member of their household.

# HOW DID DAISY SPENT HER EASTER?

Daisy is a 7 month old Lion Head Rabbit, that loves to cuddle, being stroked and having her “mummy” serve her toast every morning.

“She can be very playful as well as being naughty, but she is so adorable she can get away with anything,” said her mummy. Daisy’s mother tells Pet E! Magazine that she had a wonderful Easter Holiday and that Daisy had spent time with their nieces who came to visit

and one thing she enjoys is playing with children!

“The kids think that she is the Easter Bunny,” she said. On Easter Day, the family had hid her favorite treats all around the house and let her hunt to find them. Katie tells us this hunt was set up just for her, “her very own Easter egg hunt.” She is part of the family and everyone spoils her rotten so she received lots of Easter treats!

## Daisy In Action...

Playing hide and seek



Eating a carrot



Posing with Mom in the mirror



# "A HIP HOP LOVE"



## A Personal Letter From Mom



I adopted my bunny "Hip Hop" from the Animal Welfare League in Alexandria, Virginia. I actually went to the shelter looking for a dog, but out of the corner of my eye I noticed a giant white ball of fluff. When I looked over I saw two staff members trying to keep a rambunctious bunny in its play area. I knew then that I needed to adopt that bunny. After the adoption process was over, Hip Hop and I started getting to know one another. I noticed that Hip Hop could jump incredibly high, hence the name, so keeping him in a cage wasn't an option. I put his litter box on a mat and let him roam throughout my room. Hip Hop likes to be held and have his lovely ears rubbed while watching TV with me.

When we aren't relaxing Hip Hop like to "chase" me around my room and run in circles around me. Hip Hop's diet consists of timothy hay, and pellets. Hip Hop for some reason is quite fond of paper and likes to eat it whenever he can get his little paws on it. He gets carrots occasionally for a treat. Hip Hop will eat just about anything without remorse unless you get it out of his range. I have had to replace Ipod cords too many times. He only chewed on cords that are plugged in which I found interesting. However, that was during his younger days. Now that he is 2 ½ years old he is better behaved and has grown out of that habit.

**H**e is always the star whenever we have people over. He is so soft, and his hair is a pretty pure white. Hip Hop's hair can easily become out of control, so I cut his hair every 2-3 months. I brush it as much as I can, but getting my bunny to cooperate is a different story. Everyone that Hip Hop comes in contact with falls in love with him. Since the beginning of our relationship, Hip Hop has been asked to give appearances for Easter; any where from front lobbies of business offices to clothing stores. This Easter Hip Hop has given his once a year appearance at my parent's house so the rest of my family can enjoy him; especially my young nieces and nephews.

I never thought I would own a bunny, but Hip Hop has been a true joy. He is like a puppy that will never get bigger and he is always full of energy. Sometimes I wonder if he knows that he is a bunny. He likes to sniff everyone when they come over, and he stands on his hind legs to beg for food. I've seen dogs do that but not a bunny. The more quirks I notice, the more I love him. It never gets old and he is the most enjoyable pet I have ever had.

Written by: Fallon Keplinger

## What a Love!



# THE RISE OF CHIHUAHUAS

## TINKERBELL “THE ICON”



Why are so many pet owners falling in love with the smallest dog in the world? Well, we can start with Paris Hilton's adorable Chihuahua Tinkerbelle who is one of the most famous Chihuahuas in the world. Since Tinkerbelle's debut in the spotlight with his owner Paris Hilton a few years ago, many pet owners have fallen in love with his small physique and his sense of style and fashion. Some people confessed since following Tinkerbelle in the media, he has changed their perception of what some people think of the aggressive bodacious loud barking nature of Chihuahuas. However, since the rise of Tinkerbelle and some other notable Chihuahuas, many people have come to know that not all Chihuahuas are hyper, have a "small dog" complex and have this need for attention, but the fact is they really can make great companions to pet owners, not only that, but they're portable, cute, and have become an accessory to their owners.

# ALWAYS ON THE MOVE



Paris Hilton is definitely a pet owner who appreciates her small pets, but it is very obvious that Tinkerbelle is her favorite. He has appeared in the TV Reality Show "The Simple Life", recently sold out with his new book online which is entitled The Tinkerbelle Hilton Diaries: "My Life Tailing Paris Hilton", participated in the Gay Pride Parade with his owner, has been in just about every major TV talk shows and has his very own clothing & accessories product line. He is the epitome of pets. As a matter of fact, Chihuahuas have become very popular among "A" List celebrities like Paris Hilton "Tinkerbelle",

Britney Spears "Lucky", Hillary Duff's "Lola", Madonna's "Chiquita", Jennifer Love Hewitt's "Siesta", Everywhere you go, there is a Chihuahua making its presences known. Chihuahuas have become so popular that they are starring in major movies roles such as Moonie aka Bruiser who was Reese Witherspoon's side kick in "Legally Blonde". Not only are they're appearing in movies, but they have also become an accessory to many pet owners, carrying them in carriers, or having them tucked cuddled under their arms making some sought of fashion statement just as much as its owner. Although Tinkerbelle has been the icon for many Chihuahuas, there are many new Chihuahuas on the rise and are taking the spotlight.

# How Popular Are Chihuahuas **Now**?

**HOT!**

OLD VS. NEW

## Vanilla Salt Nieves

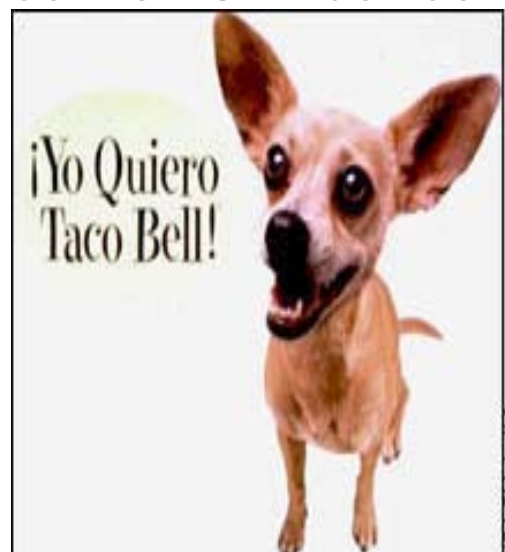


**Vanilla Salt** is a true DIVA her pictures been around the world with her Oscar Gowns. She has modeled for Vogue, Simplicity, made an appearance on The View and Martha Stewart Shows. However, she is a simple LES girl that loves to chase pigeons and squirrels in Tompkin Square Park.

**NOT!**

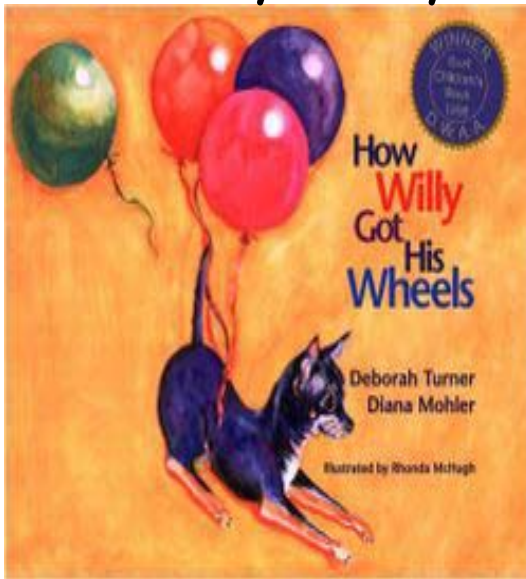
**Taco Bell Chihuahua** was known for being an advertising figure and mascot for Taco Bell commercials. Taco Bell Chihuahua currently has his own website and lives in Texas with its owner, but since has been out of the public's view.

## Taco Bell Chihuahua



**NOT!**

## Wheely Willy



**Wheely Willy** was Known for his best selling children's book entitled "How Willy Got His Wheels" in the 1990s and he assisted with Humane Education daily and visits hospitals and convalescents homes.

**HOT!**

## Cinnabon Bon

**Cinnabon Bon** photo has been circulated all around the world wearing his Clint Eastwood look alike tux. Also, he has appeared on The View and Martha Stewart Shows. He knows how to play "talk" for movies, and has model for companies such as Petsnobs, Rubie's, Catalogues, but For him nothing is better than being in Daddy's lap watching Animal Planet.



# HOT & FAMOUS

**HOT!**

## Tequila Bon Nieves



**Tequila Bon** had married Coco-Channel Montgomery on The Mike & Juliette Show, he has appeared on the Geraldo Rivera Show, The Today Show and Martha Stewart. Tequila is a fitting model for Ralph Lauren. He has a big attitude and there's nothing better than eating and hiding his favorite treats.

**Boo Boo**, a 4-inch (10.16 cm) tall long-haired female Chihuahua who weighs only 1 1/2 lbs. (675 g) was named the *World's Smallest Living Dog* by the Guinness Book of World Record in May 2007. Records are determined by height from toe to shoulder. Boo Boo, who weighed only one ounce at birth, succeeded another Chihuahua named Ducky who stood 4.9 inches.

***Still HOT!***

## Boo Boo



**HOT!**

## Tabasco Chilly Pepper Nieves



**Tabasco Chilly Pepper**, is the only akc Chihuahua champion in NYC. He has also been on the Martha Stewart Show, but his latest accomplishment was playing a role for an Animal Planet commercial which featured the Eukanuba Dog who shows how a true pimp dog lives. Tabasco's loves the city and his perfect day consist of walking around with mom and barking at other dogs, even if it is just a dog advertisement on a New York City bus.

## “Meet The Nieves Family”

### Dress up on Martha Stewart Show

The Nieves family of Chihuahuas consist of one sister and three brothers and they are all famous among the pet world, whether they are appearing on talk shows, playing roles in movies or commercials, or attending public events, these Chihuahuas are on the rise and they have become the new faces of Chihuahuas.



# HOW DEEP IS THE LOVE?



Dexy



Scarlett

*A*fter being separated for more than 4 years, Scarlett and Dexy have found their way back into each others paws. But what happen? What triggered the break up? Rumors have been swirling around the couple about the break up for many years, but Scarlett sets the record straight from the alley. Scarlett has been barking exclusively to Pet E! and she said that there were no major issues of why her and Dexy broke up, but just the fact that they grew apart. As childhood sweethearts, they have been inseparable until they recently decided to reconcile. Now Scarlett tells us that the media are constantly speculating about their break up to sell a news story. But she vehemently denied that Dexy cheated on her with Zoey as it had been reported by the media. Scarlett tells us that her and Dexy's love is here to stay.

# "LOVE LIVES ON"

Well what's next for the popular couple? Is marriage plans in the works?

Well, as Scarlett tells Pet E! that they are glad to be back together and they are going to take one day at a time. She says that she is very optimistic about the relationship, but that they are going to work on their relationship privately. But how does Dexy feels about the rekindled relationship?

Well, we caught up with him and he tells us that during the break up, he had dated other dogs, but that nothing is as real as the love he shared with Scarlett. "Scarlett is the most beautiful dog I've ever been involved with and I had to step away and find myself as a grown dog," he said. But, nevertheless, he tells us that his past mistakes has made him a better dog, and that he his no longer a puppy any more, but now he is much wiser and doesn't hang around those wild dogs and crazy cats anymore. Dexy tells us that he has outgrew that stuff, and now he's more focus and that he is ready to settled down and spend more time with Scarlett. "She just was always down for me and showed me love, when I had nothing, but now that I am a movie star, she's still down for me, and that's what I want out of a dog, just real unconditional dog love, nothing more and nothing less. Is that too much to bark for? I don't think so. I don't want any dog to get caught up with me because of my money or my fame, but just for me, Dexy, he said.



Zoey

# The Dog Food Project



**Sabine Contreras, Canine Care  
& Nutrition Consultant**

## How does your Dog Food Brand compare?



Are you concerned about the dry food your dog is eating? Looking for detailed information about certain food ingredients? Confused about inconsistent information about dogfood from pet food manufacturers? Need help comparing dog food brands and finding a better one? Then you are exactly where I was when I first heard about the disgusting materials some pet food manufacturers put into their products. I picked up a bag of Science Diet and consciously looked at the ingredient list for the first time. Even without any previous knowledge I could see that it did not include any real meat and was preserved with the same chemicals I avoid in human food products. I never bought another bag of Science Diet and started researching and comparing products. One of the things I learned was that any commercial sources are best avoided if you want hard facts, not biased "infomercial" style sales pitches trying to sell you one product or another. Hopefully you will find this site helpful, make up your own mind about different food brands and their quality, choose a better food and who knows - maybe even save some money.

Questions? Feel free to send an email to:  
[questions@dogfoodproject.com](mailto:questions@dogfoodproject.com)  
<http://www.dogfoodproject.com/>

# The "Tom Cat" Club

## Club Posse'



Tom Cat Boyz Club is where the coolest cats hang out in the midtown of New York City. In order to be apart of this club, a cat would have to go to the extreme to show himself worthy of becoming a member whether it is to stand up to the toughest dog, jump off a cliff and still have 9 lives, or know how to get all the pussy cats, but it is the ties that binds. If you thought the Sopranos had something going on, think again.

Meet the leader of the pack, Purrsius who is known for his tough style, but faces challenges as he tries to balance the mob and his personal life.

Meet Gizmo, the lover boy who thinks he can woo his way in all the feline hearts.

Meet Gertrude-The only female of the group that keeps the guys in check.

Meet Calahan who is shy, but wants to show his boss that he will take down those who crosses them.

# WHAT'S SHAKING?

It's like America...I mean this is still where cats come to make it. It's a beautiful idea..." Purrsius wakes up in the safe house: another day of hiding. That night, he and Gertrude sit in the car at the end of a JFK airport runway, watching planes take off as he wait. Finally, Agent Joc shows up. Purrsius runs through the snow flurries to join him in his car. He tells Agent

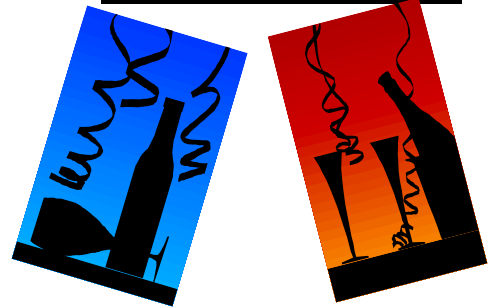


Joc he remembered the name of the joint where the "dogz" keep the cash. "You just remembered?" Joc asks. Purrsius counters with a question: if Joc contact might be able to tell them where Havok is. "You're over-reaching," Agent Joc ends the conversation. Purrsius heads over to visit Gizmo in the alley of 30/30 Club.

Calahan is on his way to talk Jay Jay,

a friend of the family. Purrsius tells Gertrude that aunt Sarah's wedding is set to take place and he's expected to attend. Gizmo questions how that's possible if they're planning to take down the "joint". The joint is another term for the "big man's house" where hidden monies, gambling, and unauthorized transactions is a daily business. The dog who is known as the "big man" is Havok. Gizmo reminds him that Saturday after 6:00 p.m. the only one is going to be at the joint is Tater and it should be on down time, the perfect opportunity to "clean them out". Agent Joc is a crooked cop and is known for being dirty and ruthless and will stop at nothing to get what he wants. Calahan reminds the club members that Gertrude should attend the wedding and Purrsius should go to the wedding but leave earlier to visit his sick mother in the hospital to establish an alibi. Purrsius agrees, but he begins making plans to oversee the operation by sitting in his car, but then suddenly has a change of heart to avoid getting caught by the animal control or federal authorities. Purrsius has decided to devise the plan by suggesting that Calahan, Gizmo and Jay Jay do the job. Everyone agrees to the plan. Meanwhile, Purrsius and Agent Joc play black jack at the family's club and Gertrude is looking in the neighborhood dumpster for some strings

**30/30 Club**



**Jay Jay**



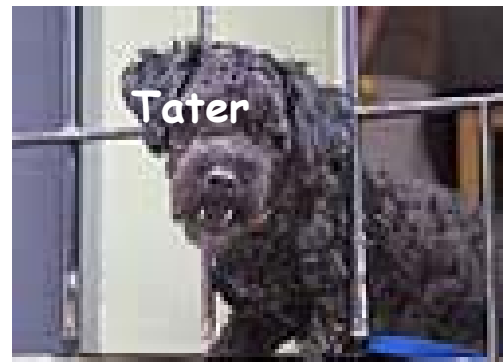
# THE UNEXPECTED HAPPENS

of pasta so that the family can have a good home cooked meal. The family is always pleased to be served a good meal. It is one of the things that holds them together. It is 7:00 a.m. Saturday morning and Aunt Sarah's special day has come, but Purrsius, Gertrude, Calahan, Gizmo, Agent Joc and Jay Jay have something else in mind. Purrsius is thoughtful and doesn't



want anything to ruin Aunt Sarah's big day, so he goes on as usual with sending well wishes to Aunt Sarah and soon to be uncle Rob, and he and Gertrude had attend the wedding as plan. Now Havok has recently escape from jail, but Tater has been running the business for quite sometime and is loyal to his long time friend and won't let him down. The day goes on as usual. Havok has been in prison for a home invasion charge, but had escaped. Now federal agents had called for a dog hunt for America's Most Wanted Dog, but he

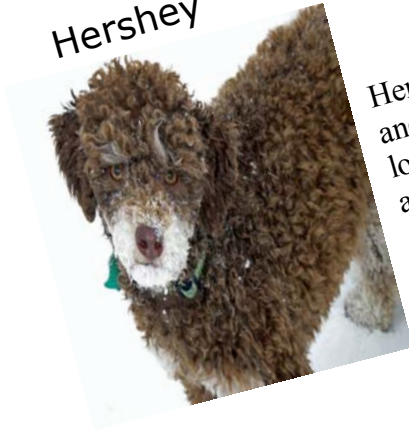
is no where near the club because he knows that would be the first place the authorities would look to find him. Tater is all alone when suddenly he hears the window breaks and he runs to it to see whose there. Now Agent Joc must do the job in place of Jay Jay who bailed out fearing that he may violate his parole probation and he doesn't want to go back to the slammer. So Agent Joc decides to take matters into his own hands and



go to the door and creep behind tater and said "where is the money, don't play with me if you want to live, just give me what I want and everything will be just fine." Tater doesn't fall to the demands of his request, so he tries to run out of the front door, but there awaits him is Gizmo who tried to block his entry. Meanwhile Purrsius is trying to play it cool as if nothing is going down, he and Gertrude is whispering at the reception table wondering if the plan has been successfully executed. Fearing a plan interruption, he calls Agent Joc on is cell phone, but no one answers and sweat began to drip down his face. At the front door, Tater begins to fight and scuffle all over the floor, not so long a dog customer walks in the door, but is held hostage by Calahan who, tells her that she must comply if she wants to see another day. Tater knows that it is a no win situation and decides to give in, but just as he does, Havok is desperate because he has no money and decides to go to the joint but just as he walks through the door, Agent Joc is shocked to see a cop in action engaging in some dirty business. Find out what happens in our next issue.

# Most Eligible Pet Bachelors

Hershey



Hershey is tall, dark, and handsome and is looking for honesty and devotion

Tucker



Tucker, wants a companion who can stay with through the test of times and love to lick her owner

Kumar



Kumar is hard working, helps his owner and is looking for love after the break up with Mai Mae

Blacky is looking for friendship, nothing serious

Blacky



Bert



Known for his long sexy ears, Bert is looking for someone who can paw dance and is sensitive

Cody



Cody known for his appealing tongue and thick hairy stature, and is seeking one who is faithful to its owner and isn't afraid to be loved

# Is The Cat Finally Out Of The Bag?

## MAI MAE & MR. TRITON



Apparently so, says a close confidant of Mai Mae who tells Pet E! that Mr. Triton and Mai Mae are having more than just a rendezvous, but we have learned that this love affair has been carrying on for quite some time now, but now the cat has been let out of the bag and it appears that the two have been caught in the act. The two were spotted several times by family members, but one close source told Pet E! that one time they were seen smooching under the table, but quickly denied that any love romance was going on. It appears that they have been trying to lay low from the media. The cute cuddle couple were kissing and hugging all night long.



## THE "OTHER MAN" KUMAR

Although this seems like a match made in heaven, we have also learned that there is another man that was in Mai Mae's life, but it appears that she kicked him to the curb and doesn't want to have anything to do with him. But Kumar isn't giving up without a fight. They met about 4 years ago behind Butter's Restaurant where all the pet stars hang out and he is still in love with Mai Mae. But we will have to see if Mai Mae give him another chance.

## Butter's Restaurant



DENI ALEXANDER DESIGNS



The Mermaid Dress

CANINE COUTURE

# DENI'S FASHION & STYLE

Lucy Lui



Coco Chanel



## HOW TO DRESS YOUR PET FOR AN EVENT

Fashion Designer Deni Alexander shares her expertise on how to make your pet look fabulous, but feel comfortable simultaneously. She tells Pet E! Magazine that there are a few simple, but helpful things to remember when dressing your pet.

### Pet Fashion Tips:

1. Make sure that if your pet wears a harness, that the garment you have can accommodate that requirement.
2. It is always key to choose colors that will bring out the very best in your pet's looks. For example, Yorkies look gorgeous in bright reds and jewel tones, also blacks. So when purchasing beautiful pet garments pay attention to how they will coordinate with your pets' natural good looks.
3. Dress appropriately for the weather (of course), making sure your babies are never too warm or stifled in their garments.
4. Always try to purchase things that are laundry friendly, so that they can be worn time and time again, and look fresh and beautiful.

Deni Alexander, Fashion Designer  
[www.denialexanderdesigns.com](http://www.denialexanderdesigns.com)

# PUGS IN STYLE

**Elizabethan Doublet**



**Red Chinese Silk Debutante Dress**



**Polka Dot Dress**



**Blue Ultra Suede Jacket**

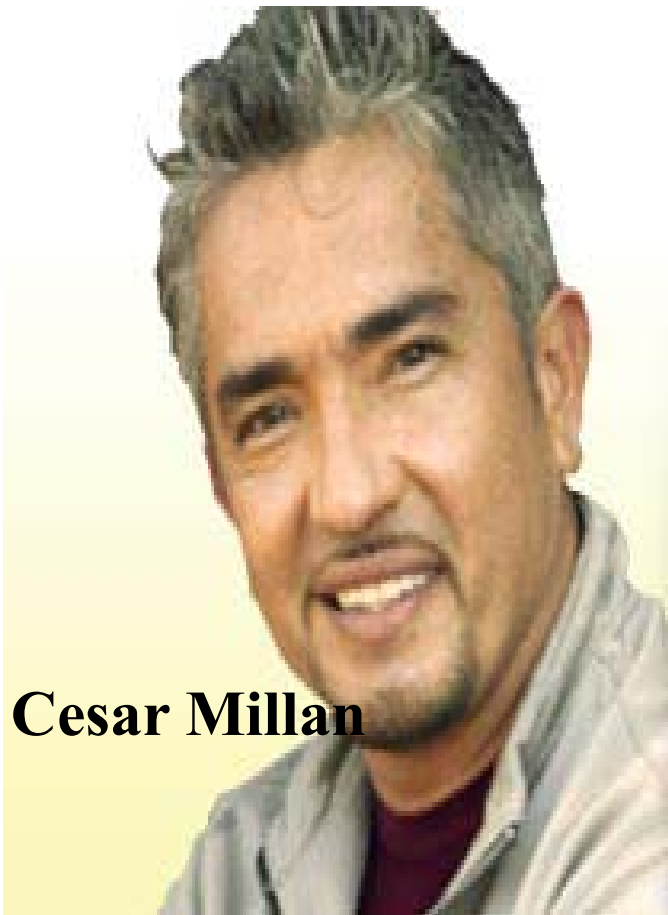


**The Lady Bug  
Raincoat**



**Frog Raincoat**

# THE DOG INTERCESSOR



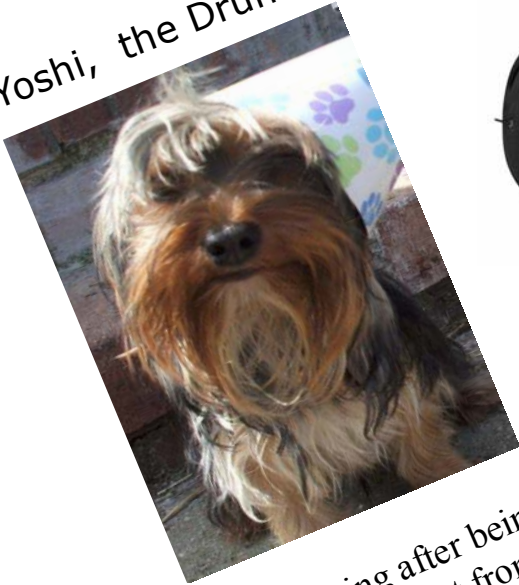
**Cesar Millan**

Meet the star of Dog Whisperer who have a gift of gab when it comes to communicating with the dogs. Born in Mexico, Millan contribute much of his success to his grandfather who told him to “always work with mother nature, never against her”. He said after watching Lassie and Rin Tin, he felt he wanted to move to America so that he can be the best dog trainer in the world.

My “[Power of the Pack](#)” methodology was created by both Mother Nature and the basics of canine pack behavior. While most dog trainers relate to one animal at a time, I often use the pack itself, the natural social unit for canines, to rehabilitate a wayward dog. I demonstrate this with my own pack of up to 50 dogs — including rescued Rottweilers, pit bulls, and German shepherds — that all live together harmoniously. After much success with training some of the most toughest dogs, Millan became the much needed man to intercede for pet owners. “Over the years, I’ve had the honor of working with many celebrities, such as Oprah Winfrey, Will Smith and Jada Pinkett Smith, Denise Richards, Nicolas Cage, and Scarlett Johansson,” Millan said. I’ve given hundreds of print and radio interviews, including to *The New York Times*, *The New Yorker*, *USA Today*, and National Public Radio and have appeared on the Oprah Winfrey Show *The Tonight Show with Jay Leno*, *The View*, *The Today Show*, and CNN. I’ve even been parodied on Comedy Central’s hit show *South Park*. Blogs are very important among pet owners and they have turned to them for pet advice or just to interact with other pet owners who share similar views. Visit Cesar Millan at: <http://www.cesarmillaninc.com/>

## PARTY ANIMALS CAUGHT IN THE ACT

Yoshi, the Drunk



Yoshi posing after being caught passed out from sipping on a beer can in his cousin's backyard



Rover, the Talker



Rover, likes to steal other pet balloons.

Crystal, the Loner



Crystal likes to be alone and doesn't like to share her cake.



Sadie, the Party Clown



Sadie, is the pitbull that loves to dress up in every kind of custom at every party he attends just to steal the show.



## Pet Services



### **Grooming Salon**

PETCO's Grooming Salon specializes in full-service grooming and pampering.

### **Canine Education**

Get your dog trained right at PETCO! Learn the good behaviors and healthy habits that last a lifetime.

### **Low-cost Vaccinations**

Protect your pet from outside disease.

### **Professional Photography**

Capture your picture perfect pet with a professional portrait.

### **Pet Insurance**

Protect your pets, your finances and your peace of mind.

### **Doggie Day Camp**

Let your dog frolic and play all day.

### **Digital Art Photography**

Transform photographs into family treasures.

### **Online Pet First Aid Course**

Knowing the right steps to take could save your pet's life. Be prepared by understanding the basics of pet first aid through PETCO's one-of-a-kind online class.

Pet Services available in select stores.



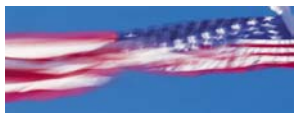
## PET INSURANCE

**Pets**  
in the news!



After becoming the first Beagle to win the Westminster Kennel Club, the dog that many Americans come to love is calling a quits. But why retirement so soon? Well Pet E! have learned that Uno's Handler Aaron Wilkerson said that "there's nothing else to top," his handler told The State newspaper in Columbia South Carolina that with 33 "Best in Show" ribbons, about 12 shy of his breed's record, Uno did have a shot at becoming the top winning beagle ever. But don't worry about this lucky dog, Uno has a busy schedule ahead of him., according to the Associated Press. The White House wants him to visit the Oval Office. The St. Louis Cardinals would like him to run out a first ball. Oprah's people called, hoping to schedule an appearance. He's set to ride a float in the Macy's Festivities, so it looks like Uno has his plate full now that he is no longer the under-dog.

# WHO'S MOST QUALIFIED TO BE THE PET PRESIDENT ON DAY ONE?



## YOU CHOOSE 2008!

### Where Do the Pet Candidates Stand?

Clinton - will support to pass the animal protection bill in Congress and will fight for strict laws to provide sufficient funding and humane policies to protect the welfare and well being of animals.

Obama—has supported penalties for animal cruelty, this includes veterinarians to report suspicious abuse and to ban the slaughter of horse for human consumption.

McCain— has supported many animal right issues. He has voted for legislation to stop horse slaughter.

Bella Luna - barks she is the best suitable candidate for pets, she barks that the American pet people needs someone who will represent their pet. She barks that it takes a pet to understand the needs of other pets. We want someone to understand that pets want to be treated with respect and not to be taken for granted. We want someone who will feed us on time, let us sleep in our owners beds whenever we want, take us for a walk when we need a breather, and make sure they get rid of bullies like Mike Vics and prevent us from fighting and hurting one another. As Pet President, "I will be barking on day one".

To vote for your favorite pet candidate, go to:  
[www.petemagazine.com](http://www.petemagazine.com)

31

### Pet Presidential Candidates

"Sasha" Hillary Clinton



"Buddy" Barack Obama



"Ammo" John McCain



Meet Bella Luna






# “LOVE AT FIRST SIGHT”

## A Comforting Pet's Tale

---

I am writing this short story about one of my two Australian Shepherds. Her name is Dixie and we got her through the ARPH GA chapter. We already had a male Aussie and after a year of training and getting his CGC we decided he needed a friend. I filled out an adoption application online and was contacted a few days later for a home check. Before that home check happened we were invited to bring Sancho (our male) to a dog show by one of the owners of the dog school he was going to get his CGC. We did not know there would be lots of rescue groups at this event. We started walking around looking at all the dogs with Sancho getting some good socialization too. My husband was walking ahead of me and suddenly I hear'' Susan Look At This Dog!''

The Aussie rescue group was there and Dixie, on her leash, walked in front of my husband rolled on her back and presented her belly. Needless to say the next day the ARPH rep brought her to our house. She and Sancho ran around the back yard until they were pooped. I started training Dixie too and in a short time she had her CGC too. I had always wanted to be involved in pet therapy but Sancho was too skittish. Dixie passed the test and was a natural. She loves people and is always ready to be hugged and petted. Dixie came to us at a perfect time. After her training my Aunt who was always my second MOM was diagnosed with a rare terminal cancer.

Dixie went with me back and forth from GA to TN many times and was a great comfort to me and my Aunt, who always said''Dixie will make a great therapy dog''. Dixie laid on the bed with her or by the couch within reach all the time. Words cannot describe how much she's helped me during this painful time. Dixie was discarded by a family who had no idea what a gem they had. There loss was our gain. She was meant to live here with us, forever. 

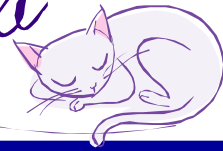
**Written by: Susan Ortiz**

# DOGS WHO LOVE TO CUDDLE UNDER THE SHEETS



**Bella and Popcorn**

*Do Not  
Disturb*



**Bert**



**Josie**



**Bambi**

## WILDLIFE CORNER

### Yahoo Pet News!

### DID YOU KNOW...



STOCKHOLM (Reuters) - The world's tiger population may have halved in the past quarter of a century and at least one of the remaining five sub-species is in danger of becoming extinct, World Wildlife Fund (WWF) experts said on Tuesday.

ANCHORAGE, Alaska - Three conservation groups sued the Department of the Interior on Monday for missing a deadline on a decision to list polar bears as threatened because of the loss of Arctic sea ice. A decision was due Jan. 9, one year after the U.S. Fish and Wildlife Service proposed listing the animals as threatened under the Endangered Species Act



MOSCOW (AFP) - Russian stars and environment defenders rallied Tuesday on the White Sea's shore against hunting baby seals, which is still practiced in Russia in March and April, Russian media reported.

Japan denied paying for delegates of small states to attend international whaling negotiations after the premier of the Solomon Islands said he received an offer from Tokyo.



# A DOG'S LIFE

## Meet Eli NY City's Hottest Dog



[www.christopherappoldt.com](http://www.christopherappoldt.com)

It is no surprise that Eli is one of New York City's hottest Chihuahua. It is fair to say that Eli has taken on a life of his own. Known for his ambition and many accolades to attribute to his name, Eli has won the Stone Soup Theater's Barking Beauty Pageant! He won the Best New York Tails Contest and was on the cover of the magazine in 2006. Then he went on to win the Milkbone Contest, the Macy's Petacular, the Times Square Masquerade (last Halloween), and was "Most Smoochable Pooch in New York State" in the Kibbles 'n Bits cover dog search. As a result of these wins, his career has taken off., and Eli is unstoppable.

He played Paris Hilton's chihuahua Tinkerbelle in "15 Films about Madonna" which aired on A&E, had a cameo on "Queer Eye for the Straight Guy", and also had a cameo in a film in progress called "Dog Run"(director: Francisco Valera). There are 7 pictures of Eli in Nikki Moustaki's book "Pocket Pooches", and he has been in New York Dog Magazine, Hollywood Dog Magazine, on the cover of Dog Days in LA Magazine, and in Dog Fancy Magazine. Not to mention, he has modeled at Pet Fashion Week last year, and recently modeled at a fashion show "show "Rip the Runway" which will air on BET next week (he modeled down the runway while Snoop Dog performed).



Photo by: Erika Searl

He loves the media or rather the media loves him appearing on Good Morning Amer-



### ***Eli, won Milk Bone Contest***

ica, The Today Show, The Morning Show with Mike and Juliet, Martha Stewart, CBS News, NBC News, NBC Nightly News, Fox Five News, and has been in the local papers on many occasions. Eli was nominated for a Dog Catemy Award at the North Shore Animal League Ceremony. However, with all the fame, Eli is an excellent fundraiser. In the last 2 years, Eli has raised almost

\$3000 for the American Cancer Society for his participation in their dog walks. He has donated many of his prize winnings to the ASPCA and Animal Haven, and recently held a Milkbone box signing event which raised \$1000 for Animal Haven! He is also a monthly donor to the ASPCA. Eli has a message to spread about believing in your dreams, regardless of your past, and not letting anybody stop you from being happy! Eli has completely transformed many lives and touches people in the most unique way. He brings a smile to many a New Yorker's face when he rides the subway, walking in the park or just mingling at a social event. Read more on Eli in June's Issue.

# AMERICAN PET IDOL

## Meet the Panel of Pet Idol Judges

**Jazmyn**



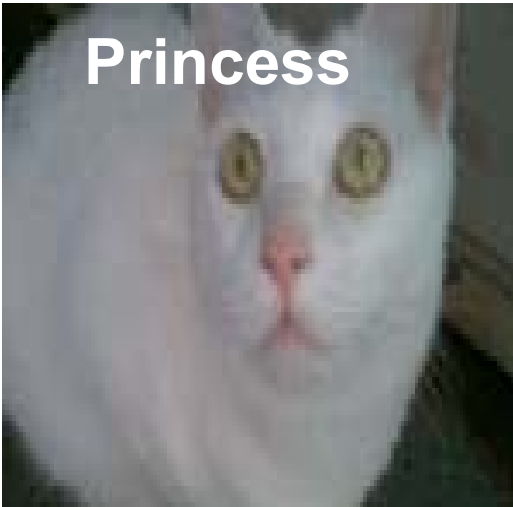
**Meet Jazmyn who is the new judge on the panel**

**Cowell**



**Meet tough guy Cowell that is known for his obnoxious criticizing**

**Princess**



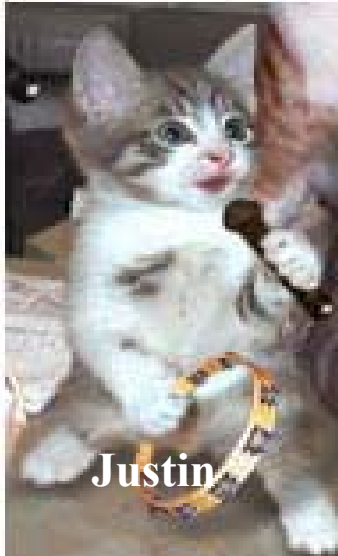
**Meet Princess who is admired for her soft motherly advice**

**Bailey**



**Meet Bailey who is known as a "wanna be" artist but remains as an idol in the music industry**

## American Pet Idol Participants



Justin



Shawna

**Justin** is a singer among the animal world and is fearing the competition among his human competitors. But blew the crowd out with his "Baby Don't Stop Now"



**Shawna** is feeling confident in her ability to win over the pet judges since she is the minority and wants win.



Chris



25 Cents

**Chris** is a unknown but hoping to make a good impression on the judges with his drums rendition of Justin Timberlake's "I'm Bringing Sexy Back"

**25 cents** has a lot to prove since he didn't have such a great last week when he stumbled over the words of "I Wish You Were Here"



Britney Spears

**Nora** is the nationally known cat who can play the Piano, playing her song Over The Moona

**Britney Spears** who is participating to regain her career since her personal woes for the past 2 years, she sings "Gimme More"

To vote for your favorite idol, go to: [www.petemagazine.com](http://www.petemagazine.com)

# MEET BELLA “THE BOSTON TERRIER”

## Pet E! New Spokes Dog

It is official, Bella “The Boston Terrier” is Pet E! Magazine new spokes dog and we are proud to have this spectacular dog to bark for us. Bella came into our lives in January 2008 and we are excited to explore a new relationship with one of New York’s finest dog. Bella's new life begun in 2006 as a stray Boston Terrier puppy who was found on the streets and brought to the NYC Animal Care and Control (The city's shelter). She was scared, emaciated, showed signs of abuse and clearly was neglected. A kind hearted Veterinary Technician who worked at that facility fell in love with her sweet disposition. She had been looking for a Boston Terrier to adopt for awhile, and just her luck Bella walked into her life when she too needed her most. It seemed as if it were meant to be... Bella was nursed back to health and thankfully had no health problems. Her mommy spent many hours training and helping her to become the great dog she is today. She has a family that loves her dearly and two human siblings to play with. Bella has many friends that she loves to visit at various dog runs in the boros and loves attending any dog events, contests and celebrations.



### Fun Facts About Bella:

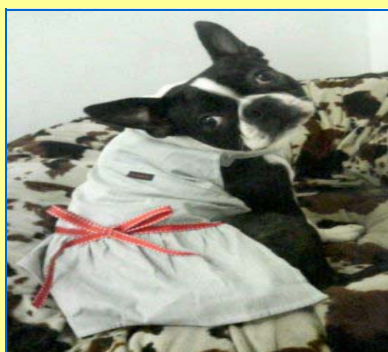
- Dislike rain, but loves snow
- Snores while sleeping
- Favorite treat: Doggy ice cream
- Likes to steal toys from other dogs

## Meet Bella's Mom **THE NEW YORK VETERINARY TECHNICIAN**

**Likes to sit on park benches**



**Likes to look feminine**



At the 2007 My Dog Loves Central Park Day event she passed all of the required tests to become a Certified CGC~Canine Good Citizen. Some of her favorite events to attend are Macys Barkfest and their Annual Petacular Fair, the Annual NYC Dog Halloween parade, and ASPCA's Dog walk. As you can imagine she likes being in the spotlight and loves posing for pictures, so far she has posed for The NY Dog and Canino Magazines from Spain and her career in the entertainment industry is growing rapidly as she works on other printed and TV projects. Bella will do anything for attention and praise...Its that which makes Bella so wonderful because her drive to please everyone both her dog and human friends. Bella's mission is to show everyone that even shelter dogs and other shelter pets can be winners too!

# Welcome to Hollywood

## Movie Film Critics

Coco Chanel Jones

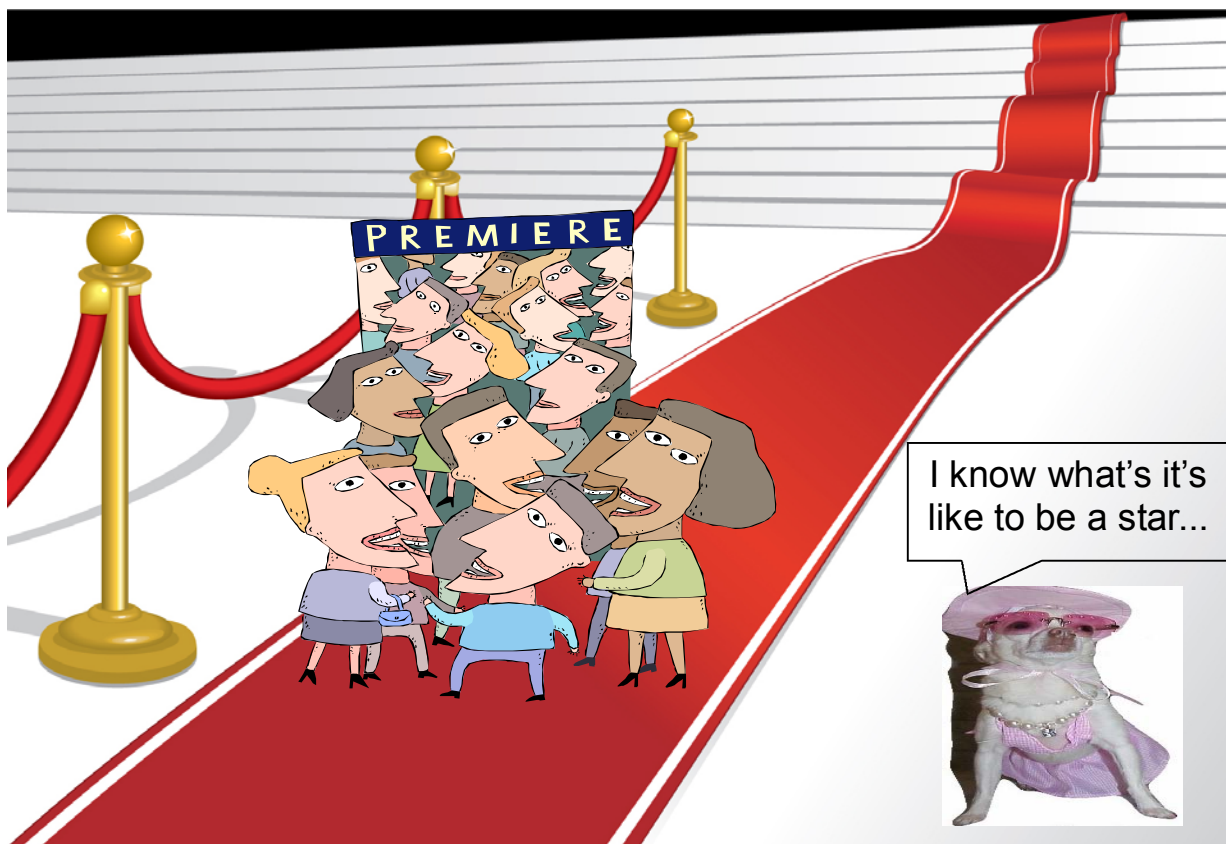


Bella



"This movie was  
Amazing"-Ann

"I give this movie five  
stars"-Steven



# FILM CREDITS

Chloe, The Director



Quincy, The Producer



Boomer, The Writer



## Cast Members



Starring....Rollie



With....Juno

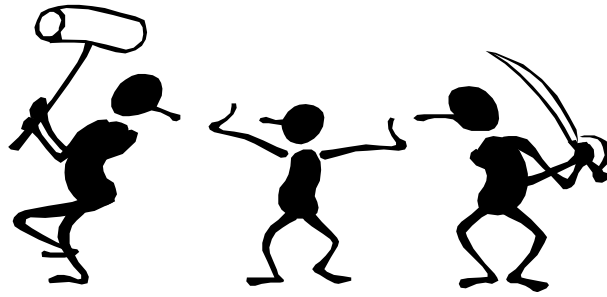


Along....The Bullies



...And Herman & Willy

# Pet Entertainment Magazine

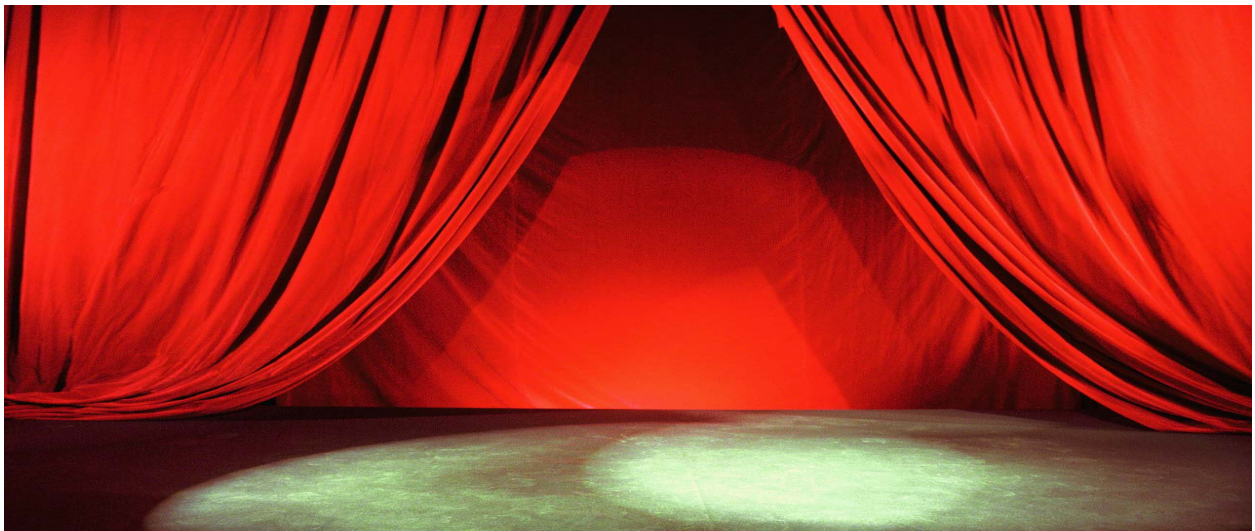


## Presents "Lost In Green Valley"

Lights!

Camera!

Action!



It was 9:13 a.m. on a sunny Saturday morning and the bullies have taken the liberty to run around, raid the refrigerator, and drink water out of the toilet while mom and dad are asleep.

**Amy:** oh! Oh! I think we're going to get in trouble.

**Pal:** Shut up mom and dad aren't up yet.

**Cal:** Well let's go...

**Jal:** Go where?

**Cal:** You know...the Palor.

**Amy:** Are you crazy, mom and dad are going to kill us, I'm already in trouble, I don't need any added drama in my little one year life, you know I need to preserve my beauty in a stress free zone. I want to look like Julia Roberts or Angelina Jolie when I grow up.

**Gopher:** That's a joke no one can look as stunny as them, by the way, did you forget you were a dog, Hello!!!! (He shouted aloud).

**Cal:** Come on quick clowning around you two, let's go.

**Jal:** Wait a minute did you hear that?

**Amy:** Hear what? you doe-doe brain?

**Jal:** I think mom and dad are waking up.

**All:** Let's goooooo...

(As the Bullies quickly ran out of the house, they paused waiting for slow poke Jal,)

**Jal:** I don't know about this you guys, mom and dad are going to ground us when they wake up and see that we're all gone.

**Cal:** But don't you see they are sleep. They have no idea what is going on right now. Are you coming or not?

**Jal:** Okay, I'll go, what's so big about this place anyway.

**Cal:** You know ole Willy and Herman kick the bo-bo there, and besides we can get a free massage and some ice cream.

**Jal:** Did you say free ice cream?

**Cal:** yes!!!!

**Jal:** Well, what are you waiting for? Let's move it.

(As the Bullies skip down Sweet Wind Road, they sang the theme song from the "Wizard of Oz", we're off to see the wizard...the wonderful wizard oz...)

**Amy:** Are we there yet?

**Cal:** Wait a second, I think we turn down this street, oh yeah wildfire way, how can I forget? Some cat tried to mug me. Oh let's go right. Oh yes we're here at last.

**Pal:** Wow! This place is big, it looks like something you would see out of Alice and the wonderland.

**(Knock, knock)**

**Willy:** Come on in we're open for business son.

**Herman:** Willy, who's there at the door?

**Willy:** Oh! It's Rollie's boys

**Amy:** And girl.

**Willy:** Oh Amy, I didn't see you back there, you boys move out the way and let this princess come right through here. I'm just giving Herman a massage in the back room. You pups want a massage too.

## Happy Hand Massage Parlor



**Herman:** Well, there's plenty for you pups to do here, just don't get into no trouble, I don't want you to run our clients out of here.

**Willy:** Hah hah! Yeah we're be out of business and then we would have to move in with you fellows, and I don't think your old man would want that, now would he?

**Cal:** You know that dad wouldn't do that to you and uncle Herman y'all are like family.

**Willy:** Okay, whatever.

(Meanwhile, the bullies have help themselves to some ice cream, and are playing in the pool full of bubbles, they are having a good ole messing time and Jal escape for a while to take a leak, and as he walks down the hall,

he over hears Herman and Willy discussing where to find the treasure box of gold, Jal does a u-turn so that he can go back and tell his siblings the amazing news).

(As Jal anxiously wags his tail, he began to studdard over his words)

**Jal:** Hey, heeeeeeeeeeeey you guys come here, shhh don't say anything, but boy do I have big news.

**Amy:** What! Tell us.

**Jal:** Come over here behind the ice cream machine, no one can hear us over here.

(As the bullies huddle behind the ice cream machine, Jal begins to tell his siblings that he over heard Herman and Willy discuss a treasury of gold and the place to find it is in some dirt field at Green Valley Mountain, how big can that be...)

(Meanwhile, mom and dad have awaken and realize that their bullies have left the home without their permission).

**Herman and Willy**



**The Bullies**

**Juno:** Oh! My gosh Jo, they're gone.

Honey where could they be, I'm going to check with our neighbors and

**Rollie:** Okay Juno, let's do something quick. Call the Animal Control Center.

(Meantime Juno and Rollie are doing everything in their dog power to find their little bullies and bring them to safety, but no one knows where the pups are...The bullies have left the Happy Hand Massage Parlor and have now arrived at Green Valley Mountain).

**Jal:** Hey you guys we're here.

**Gopher:** Wow this place is amazing.

**Cal:** Amazing, fool how in the world are we're going to find such a treasure box, we'll going to be here all day.

**Jal:** Okay guys here is what we're going to do. We need to separate, Cal, you and pal go south and Gopher and Amy you go north with me. Remember do not separate, stay together.

(As Gopher, Amy and Jal go north, they began to search and sniff the ground hoping to find a clue that would leave them to the gold., while Cal and Pal have stumbled on a Wish-ing Well).

**Amy:** Oh what is this, I feel something guys, oh no that's just a brick.

**Gopher:** Any luck you guys, we've been out here for about 2 hours and haven't found anything.

**Jal:** Just keep looking, our lives depend on it, besides if we find it we will become millionaires over night and all of our problems will be solved and besides when mom and dad find out that we found all of this gold, they won't be so mad at us for leaving the house,. They will be too happy to be mad.

**Gopher:** I hope so because if not your butt is mines and everyone else's.

**Juno**



**Amy:** Oh! Look here I found a silver bracelet, (hmmm! This may look good on me). I think I'll keep it.

(Mean while Cal and Pal have lost focus and Cal is in the well while Pal is winding it up).

**Cal:** Wee! Wee! Wee!

**Pal:** Hey Cal do me too. I want to get in.

**Cal:** Come on this is my last time, Wee! Wee!

**Pal:** Okay now, enough already, it's my turn.

**Cal:** Okay, get in, we don't have long, We gotta find it, and besides we don't want Amy, Gopher and Jal to see us clowning around.

**Pal:** Alright. Alright.

**Mr. Doolittle:** (Bom, bom) Hey There, what you got going on there. Are you looking for something special?

**Cal & Pal:** Oh! No what, what we don't know what you're talking 'bout.

**Mr. Doolittle:** Come go with me, I have something to show you, come on you won't regret it.

**Cal** Aww! Our parents told us not to talk or

go with strangers,

**Pal:** This is true, you know.

( Cal and Jal quickly try to make an escape from the unfamiliar Mr.

Doolittle and He tries to capture them to kidnap them so that they won't find the treasure box)

**Mr. Doolittle:** Get back you two, don't you try to run away from me.

**Pal:** Hurry, Cal let's hide under this bush.

**Mr. Doolittle:** Where are you, you little pee brain pip squeek. You can run, but you can't hide.

### Green Valley Mountain



**Pal:** Cal run for your life. Oh! No he got Cal, oh gosh I have to get the guys so that we can capture Cal.

**Gopher:** Can you hear us?

**Jal:** Let's look over there.. Under that bridge, you see there is a small hole down there.

**Amy:** Who's going down there, ugh it's a little muddy down there. I don't want to get my nails dirty.

**Pal:** Oh! just move over, I will go down there.

**Rollie** and Juno took some time to embrace their bullies)

**Juno:** Where is Cal?

**Jal:** He's been kidnapped by some strange man that lives in a cave.

**Rollie:** A cave. You mean to tell me that my son has been kidnapped by a cave man.

**Jal:** Yes paw paw. We were playing at the well when Mr. Doolittle came and took Cal. I believe he took him to his cage.

**Herman:** I know sneaky Doolittle, they don't call him that for nothing...he do little things. If you get my drift.

**Rollie:** Let's go get my boy. I'll ring that Doolittle's neck.

**Jal:** Dad he's a human.

**Rollie:** I don't care, anybody that messes with my boy messes with me...you hear me boy.

Dr. Doolittle



**Jal:** Yes dad. Now come on.

Herman: Let's go

(Knock, knock)

**Mr. Doolittle:** Who's there?

Herman: It's Herman.

**Mr. Doolittle:** Yesssss.

**Rollie:** We understand that my boy is here. Where is he?

**Mr. Doolittle:** I don't know, and even if I did I wouldn't tell you.

**Rollie:** Let us in or this will be the last time you see daylight.

(Doolittle tries to slam the door, but Jo and Herman paw get stuck in the door)

**Herman:** Oh no you don't.

(A tussle began between Herman, and Mr. Doolittle, boom! Boom! Pow! Pow! Jo places his paw on his chest, in rage)

**Rollie:** You tell us right now where Cal is or I will kill you.



(Jal swung on the rope from the ceiling and kicked Doolittle in the face)

**Mr. Doolittle:** Ouch, you bastard child.

**Jal:** Ah hah! Look at you.

**Rollie:** Juno, you and the bullies go outside. Willy get me some rope.

**Willy:** I got it, here use this telephone cord and tie his leg.

**Herman:** Here Jo, here is some duck tape.

**Rollie:** Good place it on his mouth, no don't tie his mouth, wrap it around his wrist.

**Rollie:** Now tell me where is my boy

(Rollie begins to bite his leg, and Willy takes his paw across his face and Doolittle begins to surrender to Rollie).

**Mr. Doolittle:** Okay, Okay, I'll tell you under one condition.

**Rollie:** What is it?

**Mr. Doolittle:** Don't call the authorities on me.

**Rollie:** This is between you and me.

(Meanwhile as Juno and the rest of the bullies are outside, under Amy's paw, she feels a gold diamond broche under her paw).

**Amy:** What is this I feel something. What is this? Oh my lucky stars, this is beautiful. It is sparkling.

**Juno:** How gorgeous!

**Gopher:** Do you know what this mean?

**Amy:** Yes, I'm going to look like Elizabeth Taylor, diamonds are a girl best friend..

**Gopher:** No, would you stop being so full of yourself. I'm talking about the gold, we may be closer than we think. Let's start looking now.

(The search for the gold continue for about 30 minutes before Pal stumbles on a shallow grave, sniff, sniff. He began to dig his paw into the grave and slowly he Began to see a dark purple with rhinestone increscent ancient box.



Joy began to flow and the bullies and family began to bark and sing so proudly)

**Pal:** This is it, oh boy let's open it.

**Juno:** Well, kiss my grits. This is a pot luck of gold. Let's go and show Jo and them.

(Doolittle confess that Cal is in his back room in the closet. Rollie opens the closet door),

**Rollie:** Oh thank heaven, you're alive.

**Juno:** There is a God somewhere. Are you okay Cal? Mommy is there for you.

**Cal:** Oh mom and dad I'm so happy to see you.

**Nancy:** I have some other good news.

**Rollie:** what? What is it Juno?

**Juno:** We found the treasure box and it is full of diamonds, gold, silver, coins and all of that good stuff.

**Rollie:** You're kidding me.

**Juno:** If I'm lying, I'm flying.

**Herman & Willy:** Did I hear you say that you found the treasure box?

**Juno:** Oh yes!

**Herman:** Well let's see it.

**Juno:** Yes, you heard right. Gopher actually found it when Amy found a broche on the ground.

**Willy:** So what's next?

**Rollie:** first of all let's get out of this gosh forsaken place.

**Juno:** I have a good idea. We can split it up with Herman and Willy, and trade it in for cash.

**Herman:** I agree.

## Treasure Box



## Jewelry



**Cal:** I have a better idea. Why don't we give it to the County's Unclaimed Property. I think we should give it charity for a good caused.

**Juno:** I think my idea was better.

**Cal:** Mom, I was almost killed over this treasure box.

**Juno & Rollie:** You right son, I too was nearly killed for it too.

**Herman:** I think that's a good idea.

**Willy:** Me too, oh gosh we can get rich another time.

**Rollie:** Good. Now let's all go home and eat. It's been a long day.

## THE END

**Want your pet to be in our magazine movie? Go to:  
[www.petemagazine.com](http://www.petemagazine.com)  
and sign up today!**

### Testimonies:

*"This was great!"-Stephanie, NC*

*"Rollie was a tough dad, he took care of his pups."- Harold, VA*

*"This was different, I wish we could see this on screen." Melissa, MI*

To comment on this story send us an email at: [pet@petemagazine.com](mailto:pet@petemagazine.com)



Hey there all you out there...What do you think about that Obama Guy? Do you think he's black or white?



Well, I think he's one of us, he likes to talk and he's durn good at it. He sure can charm the pants off of you.



You both cut it out now...can we chirp about something else? So who wants some bacon?



**Want to chirp some gossip?**  
Send us an email at:  
[chirping@petemagazine.com](mailto:chirping@petemagazine.com)  
and we're talk about it in our next issue. Until then hugs & kisses!

# CHIRPING GOSSIP!

# FIVE REASON WHY YOUR PET SHOULD JOIN TODAY:

## 1. **Why subscribe to Pet E! Magazine?**

- Your pet is guaranteed to be in one of our amazing feature stories that thousands of people will read.
- It gives your pet positive attention that it deserves.
- Your pet will become famous through our amazing creative stories and thousands of people from all over the world would come to know your pet as a super star.

## 2. **What do we do?** We connect household pets with other household pets, celebrity pets, famous pets, and international pets in drama, comedy, romance magazine movies, fashion shows, pet music competition, love hook-ups and much more.

## 3. **You The Owner Has Creative Control.** This is your "purrrrfect" opportunity for you to choose the category for which you want your pet to be featured in (i.e. Movie/film\_\_\_\_ Fashion Shows\_\_\_\_ Pop idol contests\_\_\_\_ Relationship hook ups\_\_\_\_ and much more.

## 4. **Are You Ready to Subscribe?** Even if you don't subscribe with us, your pet can still enter our fashion, talent contest or drama audition on our website for free. Go to: [www.petemagazine.com](http://www.petemagazine.com)

## 5. **Try Us.** Get a trial period for only \$7 for two months. If this magazine is not for your pet, you can cancel at anytime. No pressure. No obligations.

**What Do You Need To Do?** If you decide to join us, then all you would need to do is submit your pet's photo and choose a category and we will handle the rest.

# HAVING PUPKITS?

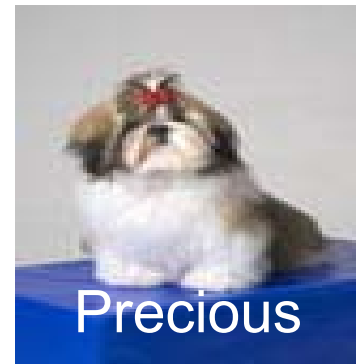


## Hammer & Fluffy

Who ever said a dog couldn't have a little meow? Well, meet Fluffy and Hammer. They have dispelled that myth and broke pet barriers. Pet E was shocked to learned that Fluffy and Hammer have been married for more than five years. Pet E wanted to know the juicy scoop and so we got in touched with the odd couple and they told us that they met in an alley behind the popular Madres' Restaurant where all the pet stars hang out. After interviewing the couple, we've learned that Hammer actually won Fluffy's love after he rescued her from a dog burglar who was trying to steal her pocket book as she waited for her limousine to pick her up after hanging out with friends. Fluffy told us that it was the most horrible experience of her life, and that if Hammer had not saved her from the dog-a-thugs, she would've been dead. Fluffy said that was the event that brought the odd couple together.

We asked her how did her parents feel about the odd relationship and she told us that at her mother was very appreciative of the dog that saved her life, and immediately accepted him, but her father in turn, is just coming around to accepting Hammer. Though Hammer saved her life, he was not that happy about the relationship because they two are the complete opposite. Fluffy tells us that the only thing that matter is the love she and Hammer share together.

They currently have a puppy name Precious. Pet E! asked Fluffy and Hammer, if they felt like the world has accepted their relationship and they told us that it has been a little hard and that they don't believe that other animals have accepted the relationship as of



right now. Hammer told us that they have been called every name in the book, barked at, but all of the ridiculed has not tainted their love for one another.

We asked them how do they deal with it, and they said that they try to ignore them and the more they bark, the more they draw closer together. The happy couple tells us that they are expecting a dog/cat mixed breed and that they are very excited to be expecting their mixed breed. This has never happened in animal history, but we talked with Veterinary Dr. Spot and he said that it is possible and this will indeed make animal medical history. Pet E! will follow this couple and give you all the scoop as they birth their miracle pupkit.

# "Knowing Your Pet"

It's difficult to determine just how much a dog's genetics determine his behavior, just like it's hard to know how much of a person's personality is nature and how much is nurture. It's true that some breeds were bred to perform tasks that require more aggression than others. Pit bulls, for example, were bred to fight dogs and other animals for sport. Some people theorize that pit bulls' genetics make them more prone to violence than other dogs, and pit bulls have in fact been involved in more fatal attacks than any other dog over the past 20 years. But breeds that are not bred for aggression, including golden retrievers, cocker spaniels, and Yorkshire terriers, have been involved in fatal attacks as well.

It's also true that some breeds simply have more ability to injure people than others do. Though it's no more likely to bite than a smaller dog, if it does bite, a Great Dane can do much more damage than a Maltese, for example. (Even very small breeds can be dangerous to children, however.)

A study performed by the American Veterinary Medical Association, the CDC, and the Humane Society of the United States, analyzed dog bite statistics from the last 20 years and found that the statistics don't show that any breeds are inherently more dangerous than others. The study showed that the most popular large breed dogs at any one time were consistently on the list of breeds that bit fatally. There were a high number of fatal bites from Doberman pinschers in the 1970s, for example, because Dobermans were very popular at that time and there were more Dobermans around, and because Dobermans' size makes their bites more dangerous. The number of fatal bites from pit bulls rose in the 1980s for the same reason, and the number of bites from rottweilers in the 1990s. The study also noted that there are no reliable statistics for nonfatal dog bites, so there is no way to know how often smaller breeds are biting.

# "A BLAST FROM THE PAST"

## **Mike, the Headless Chicken**

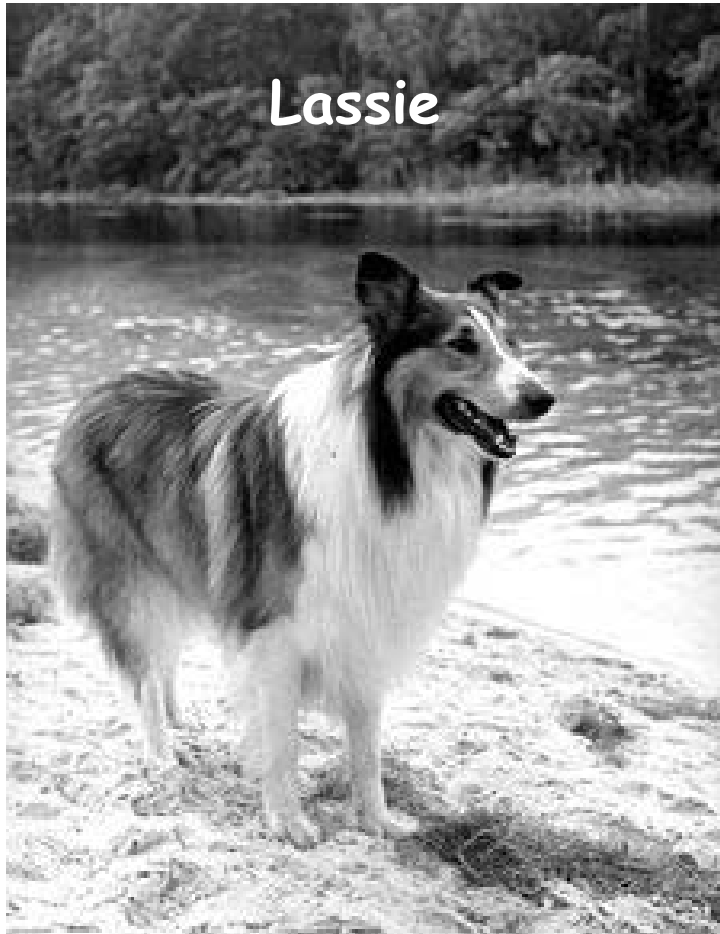


Birthdate: April 1945—March 1947  
Place of Residency: Fruita, Colorado  
Known for being Mike [The Headless Chicken] was a Wyandott rooster (cockerel) that lived for 18 months after his head had been cut off by farmer Lloyd Olsen had his mother-in-law around for supper and was sent out to the yard by his wife to bring back a chicken. Olsen failed to completely decapitate the five-and-a-half month old bird named Mike, leaving one ear and most of the brain stem intact.

Birthdate: 1830—June 23, 2006  
Place of Residency: Australia  
Owner: Retiring Captain of the Beagle/Collector Charles Darwin  
Known for living for who had an estimated age of 175 years at the time of her death in Australia. Harriet is the second oldest tortoise ever authenticated.

## **Harriet The Galapagos Tortoise**





Birthdate: Unknown

Place of Residency: Some filming was taken in Florida

Owner: Lassie character was created by a British American Author Eric Knight

**Lassie**, a female Rough Collie fictional character has starred in, or been the subject of, many radio shows, movies, TV shows, and books, entertaining generations of children around the world from 1938 to the present.

Birthdate: Unknown

Place of Residency: Last known Louisiana

Owner: Unknown

Known for being separated from its owner during the Hurricane Katrina evacuation, but most notably, for the house of Representatives approved a bill that would force local and state officials to include pets and service animals within

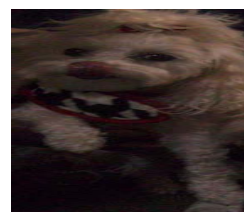


WISH YOUR PET HAPPY  
BIRTHDAY!

### April's Birthday Corner

*Pet E! wishes Fiona a happy  
birthday. May you have your  
cake and eat it too!*

*Warm Wishes,  
Pet E! Staff Members*



### **Pet Zodiac March 21-April 20**

The Aries pet will likely be more aggressive than an animal born under almost any other Sign. Pets governed by Aries possess an abundance of energy, but might burn out rather quickly, inclined to indulge in play for a much shorter time than an animal ruled by a different Zodiac Sign. These are souls who will never be reticent in pushing their weight around, thus letting any other pets know that they are first in line. Indeed, more often than not, the Aries pet will want to be the only one in line. Thus, an animal governed by Aries usually prefers to be the sole pet in the household and can become rather raucous if there is any form of competition. For more on your pet's zodiac, go to: <http://www.novareinna.com/>  
*Get the entire pet zodiac in the upcoming June's Issue.*

GET IN TOUCH  
WITH YOUR PET'S  
ANIMAL-ALITY



## **APRIL'S CALENDAR OF EVENTS**

April 12, 2008 Embassy of Italy, DC

*Fashion for Paws- Featuring Canine Couture,*

*For more information, go <http://www.washhumane.org/>*

Saturday, April 19, 2008 Dancing For Animals, NYC

*Multi-style Dance Party*

*For more information, go to: <http://www.dancingforanimals.org>*

Saturday, April 19, 2008 Life 4 Paws, CA

*1st Annual Spring Follies Event*

*For more information, got to: <http://www.life4paws.org>*

# OPRAH REMEMBERS SOPHIE WHO DIED OF A KIDNEY DISEASE

Pet E! wish to take this time to honor the life of Sophie who was Oprah's daughter for thirteen years. Sophie had recently died in March from kidney failure, but In the December issue of her magazine "O," she wrote about the condition of her dog saying that she and boyfriend Stedman Graham were "preparing for the inevitable." In recent times, Sophie's name has once again resurfaced on the Oprah Show which aired on April 4th when she took a moment to remember her legacy. Sophie who recently died of a kidney disease have many pet owners concerned about the disease in dogs and want to know how do dogs become the victims of the failing disease. So what can pet owners do to minimize its failure? According to Columbia Hospital in Columbia, MD, Pet E! has learned that the kidney Chronic kidney failure, CIN, is the most common form of kidney disease in dogs and among the most common causes of death in older dogs. Unfortunately, chronic disease progresses over a period of years and often goes unnoticed by even the most vigilant owners. When signs finally appear, the disease is often well-advanced. But, with proper treatment and monitoring, some dogs with chronic kidney failure live comfortably for years after diagnosis. Dogs with the chronic disease, CIN, tend to produce large amounts of dilute urine (polyuria), because there aren't enough healthy nephrons to properly filter and reabsorb excess water back into the bloodstream. Consequently, dogs with chronic renal failure drink lots of water (polydypsia) to maintain the right volume of internal fluids. ***So What Can You Do To Slow The Progress If Your Dog has a Kidney Problem?***



Studies suggest that feeding your dog a diet low in phosphorus may help slow the progression of kidney failure by reducing mineral deposits in the kidneys. And while there's no conclusive proof that low-protein diets slow CRF in dogs, your pet may feel better on such a diet. Low-protein diets generate fewer nitrogenous wastes - high levels of which can

cause nausea and vomiting in dogs with kidney disease. A cautionary note: low-protein diets, if not carefully managed, can lead to malnutrition. So be sure to consult your veterinarian before making any such dietary changes. Above all, keep a watchful eye. Report any changes in your dog's eating, drinking, and elimination habits

to your veterinarian. Such changes may alert your veterinarian to the possibility of kidney disease - or help your practitioner adjust treatment if therapy has already begun. With kidney disease, your dog becomes less alert, loses its appetite, and may vomit. Take your dog to your veterinarian if it shows any of the following signs that sometimes (but not always) point to kidney disease:

## **Chronic Failure**

1. Increased thirst and urine volume
2. Weight loss
3. Weakness and exercise intolerance
4. Tendency to bleed or bruise easily

To learn more go to:

[http://www.petshealth.com/dr\\_library/caninekidney.html](http://www.petshealth.com/dr_library/caninekidney.html)

***Note:*** This reporting is not in any way or form written to diagnose or provide a prognosis for your pet's condition. It is to inform you of the chronic disease and hope that you will be proactive in caring for your pet.

# THE "NIEVES" CELEBRATE ST. PATRICKS DAY IN STYLE

Mother Nieves is  
having a doggone  
lucky time on St.  
Patrick's Day.

"My precious Leprechaun,  
Tabasco"



"Found my pot of luck on St. Patrick's  
Day! Lots of little happy Leprechauns!!!"

"...even got a lucky  
kiss!!!"



# Iams® Dog Biscuits

**You can reward your dog with outstanding nutrition in every tasty bite of Iams® Biscuits. Available in a variety of formulas to suit your dog's needs.**

