

FOR IMMEDIATE RELEASE

United We Stand...Bark for America! Dog is Good Introduces New Patriotic T-Shirt

As a way to honor our American heroes, Dog is Good has created a stylish new T-shirt that celebrates our all-American love of dogs and our unified desire to support those who fight for the freedoms we enjoy.

United We Stand...Bark for America T-shirts show several dogs standing together against a patriotic backdrop – representing unity and freedom. This whimsical design celebrates the diversity and dog friendliness of our great nation.

A portion of the proceeds from the Bark for America tee will benefit USA Cares, a nationwide organization that provides military families with financial support and other critical resources in their time of need.

"As a military wife for the past 20 years, I am attuned to the sacrifices our military families make, particularly those affected by tragedies and injuries during their service to our great country," said dog trainer and Dog is Good Co-Founder Gila Kurtz.

"We chose to benefit USA Cares because it exists to help bear the burdens of military service by providing wounded warriors and their families with financial and advocacy support. It is a very small thing we can do to honor our returning heroes who have served many months away from their loved ones to protect our freedoms."

The short-sleeved Bark For America T-shirts are available in a royal blue, 100% cotton unisex style; and an ultra-hip women's fitted tee in red pima cotton. All are pre-washed to eliminate shrinkage.

Kurtz created Dog is Good apparel and products with partner, pet photographer J. Nichole Smith because as professionals in the pet industry, they could not find something to express their love for dogs without sacrificing style.

Based in California, Dog is Good, LLC offers a wide variety of dynamic, dog-inspired hip tees and humorous gifts for dog lovers. These products feature clever sayings like "Your Dog Doesn't Know Sit" and "It's all fun and games until someone ends up in a cone." Basic boxy tees in unisex sizes are available, in addition to women's tees in slimmer fits, fashionable color combinations and a broad range of sizes. All retail from \$18 to \$29.

Since its launch in 2008, Dog is Good gifts and apparel for dog lovers has been featured as the VIP gift at Pet Fashion Week, selected for the 2008 Emmy Award Gift Baskets, chosen as a "Cool Product" in *CityDog Magazine*, and as "Staff Pick" in *Modern Dog Magazine*. Dog is Good is also proud to announce its inclusion in the popular catalog, *In the Company of Dogs*.

For more information on Dog is Good, go to www.dogisgood.com; for information on USA Cares, click on www.usacares.org.

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