



inspired by Dog.

I Like Big Mutts and I Cannot Lie

Dog is Good's new line of tees is embracing the mutt lover in us all!

Contact press@chicblvd.com for samples, interviews, images or additional information!

California lifestyle company Dog is Good has partnered with Seattle non-profit GreaterGood.org to give dogs and humans in need a helping paw.



Dog is Good's newest line of tees is sure to crack a smile and have you humming the slogan, "I like big mutts and I cannot lie," to the tune of Sir Mix-a-Lot's unforgettable hit. This stylish design embraces the faithful friends who may not ever win a dog show, but will always win hearts.



There's even more to smile about than a clever play on words, the new "I Like Big Mutts" line will help such programs as Old Dog Haven in Washington, the Amanda Foundation in California, Puppies Behind Bars in New York, and Soldier's Best Friend in Arizona. A dollar from each retail sale of I Like Big Mutts products will go to animal rescue programs as a grant through GreaterGood.org.

"We're delighted to work with a company that uses humor to engage their audience's support for worthwhile charities. There are many fascinating and fun ways these days to help excellent programs, and Dog is Good is a great example of that," said Lisa Halstead, board president of GreaterGood.org.



"GreaterGood.org's commitment to helping others via a variety of charitable partnerships fits hand-in-paw with Dog is Good's dedication to enhancing the dog-human relationship" said J.Nichole Smith from Dog is Good. *"We are happy to give back in any way we can, but are especially excited about supporting animal rescue programs where humans are helping dogs help humans."*

From lopsided smiles and crooked tails, to one-of-a-kind shapes and sizes, the mutt appeal is undeniable. Dog is Good invites mutt fans to literally wear their hearts on their sleeves with the ***I Like Big Mutts*** line of tees. Like all of Dog is Good's products, this new design holds true to their high standards of fashion, fit, originality, affordability, and comfort. Ladies can choose either a short sleeve v-neck "Essential-Fit" tee in light blue or a long sleeve two-in-one "Fashion-fit" tee in sage and light pink, while men can get decked out in their "Classic-Fit" tee in indigo. Soon to be added to the I Like Big Mutts line are hoodie, hat, mug, tote bag and jewelry designs. Retail prices for I Like Big Mutts t-shirts start at \$21.99.

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Dog is Good has been enhancing the dog-human relationship with their gifts and apparel since 2007. Founders Jon Kurtz, professional dog trainer Gila Kurtz, and professional pet photographer J. Nichole Smith launched the company as a way to give dog lovers a fresh, stylish and humorous way to express their devotion to their canine family members.

Their clever and emotive products have garnered them numerous awards for design, innovation and popularity as well as attracted a great deal of media and celebrity attention.

For samples or additional information, please visit www.dogisgood.com or contact press@chicblvd.com.



GreaterGood.org partners with and funds leading nonprofit organizations around the world in order to alleviate poverty and hunger, promote peace, address cancer and other widespread health problems, foster literacy and provide education, preserve vital habitats in peril, and provide protection and care to vulnerable animals. In 2010, GreaterGood.org distributed more than \$3.4 million in grants to charitable partners around the world. For further information, please see www.GreaterGood.org.

Contact: ChicExecs PR

www.chicexecs.com
1487 Poinsettia Ave. Ste. 125
Vista, CA 92081

760.992.9113