

PRESS RELEASE FOR IMMEDIATE RELEASE

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SUN DOG CAT MOON VETERINARY CLINIC AND DOLITTLE'S PET STORE LAUNCH PET WEIGHT LOSS COMPETITION, "FIDO...FROM FAT TO FIT: A CANINE FITNESS CHALLENGE"

CHARLESTON, SC—December 16, 2009— According to the Association for Pet Obesity Prevention, over 50 percent of dogs and cats in the United States are overweight. Overweight animals face the same potentially threatening health conditions as humans, including diabetes, heart disease, bladder infections, arthritis, pain and lethargy. In an effort to provide a long-term solution for pet owners dealing with these issues, Sun Dog Cat Moon veterinary clinic on John's Island and Dolittle's pet store are hosting a friendly pet weight-loss competition, **"Fido...From Fat to Fit: A Canine Fitness Challenge,"** starting in January 2010. The goal of "Fido...From Fat to Fit" is to address the issues of pet weight management and the challenges facing overweight pets and their owners, and to ultimately assist the pets in attaining a healthier lifestyle to prevent future health problems.

Utilizing expert advice, workshops and fitness activities, Dr. Ruth Roberts of Sun Dog Cat Moon and Ric Sommons of Dolittle's will lead 12 chosen contestants through a 12 week competition. Activities will include swimming, walking, training sessions, pet massage and seminars on pet health and diet control with some of the community's leading pet experts. Weigh-ins will be required every two weeks during the competition, and the winner will be determined by the percentage of weight lost during these bi-weekly weigh-ins and total loss at the conclusion of the competition. Natura, a maker of natural and organic pet food, will be sponsoring the competition and providing all contestants with 20% off all purchases during the 12 weeks.

The deadline for "Fido...From Fat to Fit" applications is Saturday, January 9. Interviews for potential contestants will be conducted and the official competition will launch in early January. The winner will be announced at the Mt. Pleasant Palmetto Islands County Park Pet Fest on Saturday, April 10, and will receive a package of prizes including services and goodies from all participating competition sponsors. A reduced dog will mean a reduced wallet for the winner as well—Dolittle's and Natura will offer the winner a one year supply of all-natural, healthy dog food.

To learn more about "Fido...From Fat to Fit," visit www.sundogcatmoon.com or contact Sun Dog Cat Moon at 843-437-0063.

Sun Dog Cat Moon Veterinary Clinic

Located at 2908 Maybank Hwy in Johns Island, SC, Sun Dog Cat Moon (SDCM) is a full-service veterinary clinic dedicated to providing the highest-quality service and pet care. SDCM is the only veterinary clinic in the area that practices "integrative medicine," incorporating Traditional Chinese Veterinary Medicine, holistic veterinary practices and conventional western techniques to find the ideal combination for pets. Utilizing state-of-the-art medical equipment and holistic practices such as acupuncture and Chinese herbal medicine, Dr. Ruth Roberts encompasses different disciplines to promote a long and enjoyable life. For more information, call 843-437-0063 or visit www.sundogcatmoon.com.

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