

The Dog-Friendly Home Makeover

“My Dog’s Backyard is Better than Yours” takes home-makeover reality show to the dogs.

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“My Dog’s Backyard is Better than Yours,” a reality-based home-makeover show that caters to pet owners with creative doggie-friendly design ideas for their backyard, is set to air fall 2008.

“We all know pets spend the most time in the backyard,” says Kurt Williams, producer of the show. “Today’s pet owner doesn’t want the usual dog house in the back; they want a comfortable, colorful, plush doggie bed with a canopy, next to a custom-built river pond surrounded by tropical palms and a handful of chew toys.”

According to the American Pet Products Manufacturer Association, pet owners spent more than \$43 billion on their pets in 2007, surpassing the toy industry by \$23 billion.

Pets have come along way in mainstream society, what with 72 percent of America’s households owning a pet, and products such as holistic pet food, pet insurance, and even a radio station (DogCatRadio.com) catering to pets.

“Who doesn’t enjoy spending quality time with their pets?” says Jane Harris, host of the show. “We just want viewers to see fun ways they can make their backyard a little more exciting and pet-friendly for both the pet and human to enjoy.”

“My Dog’s Backyard is Better than Yours” is set to debut in the fall. Check your local listings.