

'Green' Doghouse Built for Uga VII

University of Georgia unveils new mascot and his state-of-the-art abode.

Posted: September 8, 2008, 5 a.m. EDT

English Bulldog Uga VII made his debut as University of Georgia's beloved mascot at the season-opening football game against Georgia Southern Aug. 30. At a halftime ceremony in honor of the 56-pound dog, his state-of-the-art doghouse was unveiled.

This is no ordinary doghouse. Uga's new abode has all the amenities needed for such a prominent figure – from air conditioning to radiant barrier and siding with a 50-year limited warranty, according to Brant Mitchell, marketing manager of Louisiana-Pacific Corporation, the company that donated the material for the doghouse.

"They take pride in their mascot," Mitchell said, "and they wanted it to be a home for Uga."

The 12-square-foot house was built at no charge to the university by McCar Homes. The materials are environmentally friendly and are designed to keep Uga cool on the field.

His father Uga VI, who served as the mascot until his recent death, occupied a doghouse made mostly of sheet metal, Mitchell said. The new house is made of all wood products, making a big difference in the temperature, which is crucial for the breed, as temperatures reach the high 80s and 90s for the first home games.

"It's a lot cooler and more pleasant," he said. "And it looks fantastic from the sidelines."

The doghouse is painted red with black trim and has the university logo on either side. The name of the dog is derived from the abbreviation for the University of Georgia.

"As people are spending a lot more money on pets, these green materials can be purchased at local retailers and it's pretty easy for someone to buy these products and build a good quality product for their pet," Mitchell said.