



## New Dog Chew Toy to Benefit Military Vets

**Portion of proceeds will go to program that provides service dogs to disabled veterans.**

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FetchDog, an online retailer of dog products based in Portland, Maine, aims to help injured American veterans with the launch of a new dog toy called the Chewy Shoe. A portion of the proceeds from the special edition toy will go to Dog Tags: Service Dogs for Those Who've Served Us, a program that provides service dogs for disabled veterans who have served in Iraq or Afghanistan.

The Chewy Shoe features a red, white and blue shoe sole with an attached throwing/tugging cord. The rubber shoe is made by the Quabaug Corp., of North Brookfield, Mass, which is the North American manufacturer of Vibram Pet Products. Quabaug Corp. used the same rubber molds for the Chewy Shoe as it does to make boots soles for the U.S. military.

FetchDog and Vibram will each contribute \$1 for every sale of the Chewy Shoe to Dog Tags, a program of the nonprofit organization Puppies Behind Bars. The toy is available for purchase exclusively at FetchDog.com and through FetchDog's catalog.