

## 'Firehouse Dog' DVD Surprise

**The AKC hopes to inform the public about the dog breed featured in "Firehouse Dog," out on DVD on July 31.**

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The American Kennel Club and Twentieth Century Fox Home Entertainment have teamed up to educate the public about the Irish Terrier, the dog breed starring in the 2007 film "Firehouse Dog," which will make its DVD debut on July 31. Packaged with each DVD will be a supplement from the AKC detailing the characteristics of the Irish Terrier, including temperament and exercise needs.

Too often, the movie-going public gets too jazzed up about a certain dog breed that they see in a film (Cocker Spaniels in "Lady and the Tramp," Dalmatians in "101 Dalmatians") and rush out to purchase one before doing any research to see if that particular dog breed actually would fit in their family. By providing some information with the DVD, the AKC hopes to make people stop and think about Irish Terriers before purchasing or adopting one.

"We are exceptionally pleased that the fine traits and qualities of the Irish Terrier are being displayed in this wonderful film; however, we continue to caution anyone who wants to purchase one based solely on what they see at the theater," says Gail Miller, AKC's Director of Marketing.

The AKC breed insert includes the following points: As puppies Irish Terriers need a lot of socialization and training to support their upbeat Irish spirit and become loving well-mannered family companions. The dog breed has a dense, hard coat which requires hand stripping at least two times a year. Irish Terriers are smart and independent, which could lead them to mischief; a fenced yard is important to keep them from harm's way.

To learn more about Irish Terriers, the American Kennel Club, and responsible dog ownership, visit [www.akc.org](http://www.akc.org) or the Irish Terrier Club of America at [www.itca.info](http://www.itca.info).