



Planet Dog Donates to Service Dogs

The company's foundation donated leashes, toys and other products to dogs who assist deaf or physically disabled Americans.

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The Planet Dog Foundation recently made a \$25,000 product donation to NEADS, Dogs For Deaf and Disabled Americans, a 30-year-old nonprofit based in Princeton, Mass., that trains rescued dogs and donated puppies to assist people who are deaf or physically disabled.

The first installment of leashes, collars, toys, and accessories were sent from Planet Dog's Portland, Maine, headquarters last week. Three shipments will be made over the course of the year to outfit all NEADS dogs in training, making the Planet Dog Foundation the 2008 Official Outfitter for NEADS.

"We are grateful for this donation and thrilled to have all our puppies and assistance dogs sporting Planet Dog wear," said Sheila O'Brien, executive director of NEADS.

The nonprofit will recognize the donation with Planet Dog ads in their service dog graduation programs and a Planet Dog banner at all of their events.

The Planet Dog Foundation has supported NEADS since 2006, providing grants to support its Puppy Early Learning Center and the development of a new Walker Dog harness, as well as other programs.

"We are incredibly proud of our relationship with NEADS, a canine service industry leader," said Kristen Smith, executive director of the Planet Dog Foundation.

Overall, Planet Dog reported that in 2007 its foundation doubled cash and in-kind donations from the year before for a total of more than \$200,000.