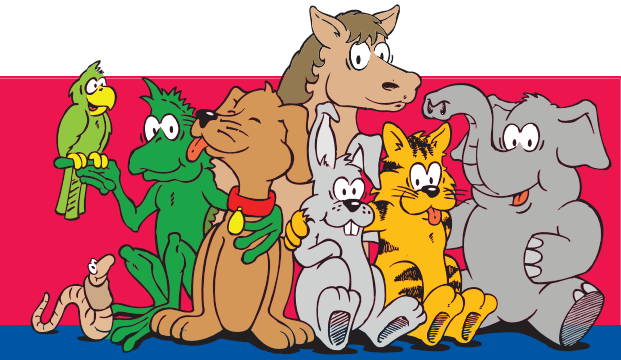


Here's What's Goin' On at Mounds

EVERY DAY AT:		All Mounds Stores - Humane Society Satellite Adoption Centers. See cats and/or small animals daily in their living quarters at these Mounds locations. Volunteers needed! Call the Dane County Humane Society at 838-0413 or the Rock County Humane Society at 608-752-5622.
SATURDAYS	Noon-4pm	Country Animal Haven - Adoption Opportunity, Main Shelter 1755 Williams Dr. Stoughton, call 608-877-9630 for more information or visit http://countryanimalhaven.org to find out more.
SATURDAYS	Noon-4pm	Angel's Wish Center - Angel's Wish Center - Adoption Opportunity, 161 Horizon Dr. #106, Verona. For more information on Angel's Wish Center call 608-848-4174, email info@angelswish.org or visit their website at www.angelwish.org . Pet Resource and Adoption Center Hours: Sunday 1pm - 4pm, Wednesdays 4pm - 8pm, Saturdays 10am - 4pm.
SUNDAYS	1pm-4pm	Angel's Wish Pet Adoption and Resource Center - Pet Microchipping Clinic, \$20/pet, including registration (These will be the first Sunday of every month.) Call 848-4174 for more information.
August		The Dane County Humane Society - Camp Paw Print. Hands on activities for kids ages 7-14, learn about animals and their care. For more information go to giveshelter.org .
8/4 Mounds Fitchburg	11-1	Regular rescue booth from Greyhound Pets of America. Meet adoptable greyhounds, fill out an adoption application and learn about volunteering or fostering a retired racing greyhound. For more information, call 608.223.9227 or visit Greyhound Pets of America online.
8/4 Mounds Janesville		Rock County Humane Society has adoptable pets in store as well as information about the humane society and how to get involved.
8/11 Mounds East	11-1	Regular rescue booth from Greyhound Pets of America. Meet adoptable greyhounds, fill out an adoption application and learn about volunteering or fostering a retired racing greyhound. For more information, call 608.223.9227 or visit Greyhound Pets of America online.
8/11 Mounds Sun Prairie	11-1	Regular rescue booth from Greyhound Pets of America. Meet adoptable greyhounds, fill out an adoption application and learn about volunteering or fostering a retired racing greyhound. For more information, call 608.223.9227 or visit Greyhound Pets of America online.
8/18 Mounds West	11-1	Regular rescue booth from Greyhound Pets of America. Meet adoptable greyhounds, fill out an adoption application and learn about volunteering or fostering a retired racing greyhound. For more information, call 608.223.9227 or visit Greyhound Pets of America online.
8/18 Mounds Fitchburg	11-2	Labrador Education and Rescue Network (LEARN), will be in-store with information about their rescue group. Meet adoptable dogs and find out more information about their mission.
8/18 Mounds Janesville Dog Wash	10-2	Proceeds go to benefit the Rock County Humane Society. A wash is \$7 and a nail trim is \$10. WJVL's Austin Ryggs will be broadcasting live.
8/18 Mounds Sun Prairie	11-2	Animal Rescue and Veterinary Support Services will be doing microchipping.



August 2007

HELP YOUR PET ENJOY THE "DOG DAYS" OF SUMMER



WITH COOL, FUN AND REFRESHING TREATS AND TOYS FROM YOUR FRIENDS AT MOUNDS!!

- 🎯 Ruff Dog K-9 Stick
- 🎯 Launch a Ball
- 🎯 Hyperflite Flying Discs
- 🎯 Flying Squirrel
- 🎯 Dog Agility Starter Kit
- 🎯 Walky Dog

THANK YOU
Once again Madison Magazine has named
Mounds Pet Food Warehouse

#1

This year we've brought home the gold medal
in not one but two categories:

BEST PET STORE BEST PET PAMPERER

If they gave an award for BEST CUSTOMERS ..Ours would surely win
"PAWS DOWN"!!

Madison
MAGAZINE



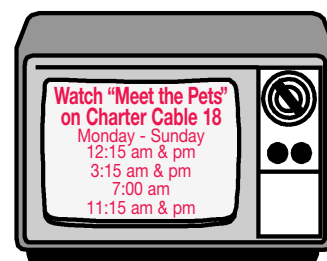
FITCHBURG
5350 King James Way
608.271.1800

JANESVILLE
1725 Lodge Dr.
608.758.9998

MADISON EAST
2110 S. Stoughton Rd.
608.221.0210

MIDDLETON
8311 University Ave.
608.831.3000

SUN PRAIRIE
2422 Montana Ave.
608.825.9800



www.moundspet.com

www.moundspet.com



Dogfest 2007 Makes a Big Difference for Dog Friendly Organizations Throughout the State

This year Mounds Pet Food Warehouse donated all cash proceeds from Dogfest to the following rescue groups:


Since 2001, **Basset Buddies Rescue, Inc.**, an all-volunteer group, has rescued and re-homed more than **1000** bassets throughout Wisconsin, Minnesota and northern Illinois.



Koko (seen here after her recent surgery) and all of our bassets are "houndfully" grateful for the contribution that our rescue received from Mounds East.

100% of all donation money we receive is spent for the care and re-homing of our hounds. Please visit our web site at www.bbrescue.org if you are interested in helping the hounds!

BBR is a 501(c)(3) not-for-profit organization and eligible to receive tax-deductible contributions under section 170(c) of the Internal Revenue Code.

 Basset Buddies Rescue, Inc.
PO Box 3096, Muskego, WI 53150
262-347-8823, www.bbrescue.org

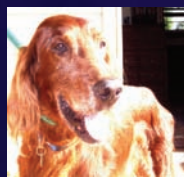


2nd Chance Border Collie Rescue was founded in 1999 with the purpose of taking in unwanted, abused or misunderstood Border Collies. Finding the right home for these energetic dogs is not easy, education on the breed is very important.

Angie Baby is our newest foster dog, very energetic, ball focused and loves to herd anything that moves. She is four to five months old and will be spayed before adoption. For more information or to foster dogs or volunteer call Laura at 608-437-1363.

Thanks again to everyone who attended Dogfest 2007, your continued support to animal friendly organizations through out the store is very much appreciated!

Great Lakes Irish Setter Rescue was started in 1981. To finance the rescues vet bills they started a boarding kennel, which has grown to a full time job. The organization also provides help to people who have fallen on hard times. They help by providing vet care and food for their pets until they get back on their feet.



"Squeak" a new rescue dog was found wandering by a boat landing. After a thorough vet check he was given the ok and is on his way to a healthy life.

You can contact Great Lakes Irish Setter Rescue through Margie Hohman at W6152 Rock Road Hortonville, WI. 54944. (920) 734-6734 or muttsgo@aol.com.

Boating & Camping with your Dog

Summer is a great time to spend outdoors with your favorite canine companion! If you are able to take your dog with you when you do your outdoor activities the two of you are bound to have loads of fun together! If you are planning on taking your dog Boating or Camping with you, you will need to know some simple safety tips...



Boating

Canine Lifejackets – People are not the only ones that should wear lifejackets! Most dogs are good swimmers, but some are not. Even if your dog is great in the water, you need to be careful of exhaustion as well as hypothermia.

Fresh Drinking Water – Think about how thirsty you can get while on the boat in the sun. Make sure you also have water for your dog. Best idea is to bring a thermos and pour the water into a bowl when the boat is not moving. Don't force your dog to drink water, but be sure to have it available to him.

Sun & Heat – Make sure to have a shaded area for your dog on the boat. Also, some boat surfaces can be very hot, so be aware of the hot areas so they don't burn the pads on their feet (Ouch!)

Where to potty? Allow your dog times to relieve their bladder while on the boat. Pull up to shore or dock for a quick minute. Remember to pick up after your dog and properly dispose of the waste.

Starting your dog on a boat – Don't assume that your dog will enjoy his time on the boat, especially if it is his first time. Dogs often become nervous with unstable surfaces, and can get seasick just like people. Plan your trip and get your dog used to being on the boat before it is in the water. Allow your dog to go on the boat. Gently help him understand to sit still, get him used to it. Have your first boating trip be a short one, to help him get used to the movements.

Camping

- Make sure your pet is up-to-date on all of their vaccinations and consider a Lyme disease vaccine.

-Have your dog wear his collar with proper id tags on at all times. Temporary tags may be a good idea -- name and phone number of where you are staying.

-Bring all of your pets needs from home; food, water (water from home is best), bowls, treats, chew toys, bedding, etc.

-Keep your dog on leash at all times. You never know when they might spot a bunny and take off! Even the most well-trained dog still has instincts!

-Be considerate of others; refrain your dog from barking (disturbing wildlife and other campers), pick up after your dog and dispose of waste properly, do not allow your dog to roam freely around the campsite, do not leave your dog unattended, etc.

-Consider bringing your dogs crate for temporary restraint. It may also be a calm, safe place for your dog to go if he becomes nervous or antsy. Crates are also a part of home, so this may help him feel more comfortable as well.

-Closely supervise your dog around other dogs, children and visitors.

-For unexpected situations, be sure to bring a pet first aid kit, a towel, and the number of a veterinarian in the area.

-Be aware of the increased risk of fleas, ticks and other exposure to insects and wild animals. Be sure to have your dog properly guarded.

-Consider your dog's sleeping arrangements and be sure to allow him to get used to the tent or camper before it's actually time to go to bed.

-Respect the designated areas where dogs are allowed.

Have a great summer outdoors with your dog!

Tail Wags,

Giene Wicker, Owner
The Dog Den, LLC
Phone: 608-278-PLAY (7529)
Email: info@thedogden.com
Web Site: www.thedogden.com

New at Mounds...



MOUNDS PET FOOD WAREHOUSE
www.moundspet.com

\$2.00 OFF

SUNSEED
SUNTHING SPECIAL

Sun Seed Vita Plus

Offer good 8/1/07 - 8/31/07

East 221-0210
Fitchburg 271-1800
Middleton 831-3000
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Janesville 758-9998

Offer good only at Mounds Locations.
One coupon per customer per visit.
Coupon not good on previous purchases.
Not valid with any other discounts or specials.
Offer good on new Vita Plus line only.


MOUNDS Employee of the Month



Rebecca Gruber

Rebecca is a Lead Sales Associate at our Mounds Sun Prairie store. Becky is described by her fellow employees as organized, efficient, witty and fun. She is a true asset to Mounds, especially when it comes to her knowledge about dogs and cats. With Becky the customer always comes first. She is always organized and has no problems when it comes to follow through and getting the job done. Becky has taken on the task of ordering all special orders for customers and hasn't missed one yet. Thanks Becky for all of your hard work!

Pepe arrived at the Rock County Humane Society in mid-2006. He was barely 4 inches long. Pepe was transferred to the Janesville Satellite Adoption Center February 2007. Having grown up without a mother and siblings socialization has been a very important job for the volunteers. Pepe has gained unbelievable confidence in himself, his surroundings and other cats. He is still cautious with new things and people. He will require a home with people who have a great deal of cat "savvy". Pepe is a friendly, loving cat who deserves a forever home of his own. You can visit Pepe at the satellite adoption center at Mounds Janesville Store.



PEPE

The Dirty Dog Wash!

Saturday August 18th from 10 am - 2pm
at Mounds Pet Food Warehouse in Janesville!

Join WJVL's Austin Ryggs
Broadcasting live

All proceeds benefit
The Rock County Humane Society



99.9 FM
WJVL
PURE COUNTRY

