

**** MEDIA ALERT & PHOTO OPPORTUNITY ****

**Dr. KAREN “DOC” HALLIGAN JOINS FORCES WITH
“PUPPIES BEHIND BARS” TO LAUNCH THE
‘MUST HAVE’ PET HEALTH BOOK**

“WHAT EVERY PET OWNER SHOULD KNOW”

- WHAT: Free community event exclusively sponsored by Merial and hosted by The Benjamin hotel and its Dream Dog Program. Appearances by celebrities and 4-legged graduates of *Puppies Behind Bars*; “*Doc*” *Halligan* will give preventive health demonstrations featuring the puppies; Presentation of large donation by Merial to the organization; Book signing of *What Every Pet Owner Should Know* by “*Doc*” *Halligan*; photo opportunities with dogs and celebrity attendees
- WHO: *Dr. Karen “Doc” Halligan*, one of the country’s leading veterinarians and authorities on preventive healthcare for pets, and *Puppies Behind Bars*, the innovative non-profit charitable organization which trains prison inmates to raise puppies to become service dogs for the disabled, and explosive detection canines for law enforcement.
- Scheduled to attend:
Dr. Henry Kissinger, (Chairman of *Puppies Behind Bars*),
Alicia Keyes, Maureen McGovern, and Atticus and Boo (Jake Gyllenhaal’s Dogs)
- WHEN: Thursday, February 8, 2007
5:00 pm – 8:00 pm
- Press check-in begins at 4:30pm
- WHERE: The Benjamin
125 East 50th Street
New York, New York (across from the Waldorf Astoria Hotel)
- CONTACT: For coverage and additional local event information:
Print/Broadcast/online/photo
Alan Siskind – 310/717-9200 / alansiskind@hotmail.com

Additional information:

Puppies Behind Bars is a New York City based 501 (3) (c) charitable organization that trains inmates to raise puppies to become service dogs for the disabled, guide dogs for the blind and explosive detection canines for law enforcement (www.puppiesbehindbars.com).

Dr. Karen “Doc” Halligan, DVM is Director of Veterinary Services at the Society for the Prevention of Cruelty to Animals of Los Angeles. She is also in private practice at a VCA animal hospital in Venice, CA and appears regularly on Animal Planet, Animal Rescue 911, and other television and radio news shows throughout the country. Dr. Halligan is also the consulting vet to The Benjamin hotel and the Affinia Hotel Group. Her website is www.dochalligan.com

“What Every Pet Owner Should Know” is the “go to” book for pet owners and caregivers in need of easy to understand and expert advice on helping pets of **any** age stay healthy and a loving family member for years to come. In this highly acclaimed book, Doc Halligan puts her 20 years of veterinary medical and surgical experience at your fingertips, and gives you an easy to follow prescription for your pets continued good health... a prescription that could only be written by someone who has treated and cared for thousands of dogs and cats during her distinguished medical career.

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. **Merial** offers an extensive line of pharmaceuticals and vaccines designed to help your dog or cat lead a long, healthy, active life including **Frontline**. As the #1 choice of veterinarians, Frontline Brand Products provide convenient, effective flea and tick control for dogs and cats. Their website is www.us.merial.com

The Benjamin’s Dream Dog Program is the hotel’s new pet program. It offers everything a pampered pet may need to enjoy their travels in high style, from a lush bathrobe and gourmet room service to spa treatments. At the end of a long day, pets can happily doze off in one of three specially designed dog beds available through the new dog menu program. Their website is www.thebenjamin.com .