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[For Immediate Release]

## CALLING ALL CHUBBY PUPS TO THE CAPITOL HILL PEOPLE'S FAIR

**DENVER, CO (June 1, 2010)** – This weekend at the Capitol Hill People's Fair, **DOGSWELL**® will be hosting a Chubby Puppy Casting Call for their SHAPE UP® Your Pup Challenge™. Bring your overweight and out-of-shape dogs to the **DOGSWELL**® booth on June 5<sup>th</sup> and 6<sup>th</sup> between 12:00pm and 3:00pm to register for the challenge, and receive free SHAPE UP® treat samples and a free 4 lb bag of SHAPE UP® dry dog food, while supplies last!

The SHAPE UP® YOUR PUP CHALLENGE™ is an opportunity to raise awareness for the growing rate of pet obesity in the US, and provide pet owners with healthy and sustainable weight management solutions. From now through September 2010, **DOGSWELL**® will supply contestants with discounts on their low-calorie, low-fat weight management formula called SHAPE UP®, along with tips from experts on healthy and sustainable weight management practices! Challengers will have personal pup profiles, viewable at [www.dogswell.com/shapeuppups](http://www.dogswell.com/shapeuppups), and will compete to see who is the most committed to shaping up. At the end of the competition we will ask the public to help select 3 winners by voting online for their favorite contestant. All winners will receive free food and treats, as well as the chance to become the official SHAPE UP® Spokes Pup!

If you can't make it to the fair, but would still like to sign up for the challenge, please visit [www.dogswell.com/shapeupchallenge](http://www.dogswell.com/shapeupchallenge). For more details on the Capitol Hill People's Fair, please visit [www.peoplesfair.com](http://www.peoplesfair.com).

### About **DOGSWELL**®

**DOGSWELL**® is located in Los Angeles, CA and was founded by Marco Giannini in 2004. **DOGSWELL**® and **CATSWELL**® products are carried in independent pet stores and in natural food stores nationwide. The food and treat product lines for dogs includes **HAPPY HIPS**®, **HAPPY HEART**®, **VITALITY**™, **MELLOW MUT**®, **BREATHIES**®, **SHAPE UP**®, and **TUMMIES**™, and the treat line for cats includes **VITAKITTY**™, **HAPPY HIPS**®, **BREATHIES**®, and **SHAPE UP**®. For more information about **DOGSWELL**® products and their health benefits, please visit [www.dogswell.com](http://www.dogswell.com).

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