

Emmett's Edibles



July 2010 News Letter

Hello,

It is officially the dog days of summer, the perfect time to head to the beach for lots of fun in the sun with your best friend. When packing for your day at the beach, don't forget to bring lots of fresh water and an umbrella to provide you with a place to rest in the shade, and eat your snacks. I'm bringing my beach pails that are filled with my **Summer Seasonal Collection**. Once I'm done eating, I'll use the pail to build a huge dog castle.

In order to guarantee that you also have a good day at the beach, I am taking **20%** off any order from the **Summer Seasonal Collection**, plus free shipping for the month of July. To review the entire collection, and make your selection, go to www.emmettsedibles.com.

Now that you're all packed and heading to the beach, there are a few things to keep in mind. The majority of dogs can swim and they love it, however, dogs entering the water for the first time should be tested. Here are some tips on teaching your dog how to swim. First, never throw him in the water...start out in the shallow water and call his name. You can coax him in with a treat, so the experience is fun. If your dog begins to dog-paddle with his front legs only, lift his hind legs and help him float. Be careful of strong tides, and to ensure a happy and safe day at the beach, never leave your dog unattended. You should always be within reach, and able to help him out of the water. You are his personal lifeguard.

When I'm not at the beach, you can catch me at the following events in July:

July 11th: I will be at the Newburyport Farmer's Market, located at the Tannery, 75 Water Street, Newburyport MA. From 9:00 – 1:00. Dogs are welcome.

July 24th: I will be at the Andover Farmer's Market— 97 Main Street, 12:30– 3:30.

July 31 – August 1: I will be in Bar Harbor Maine— at the college of the Atlantic, 10:00—5:00 each day.

Photo Contest: Don't forget to enter the summer photo contest on my web-site. The contest ends on August 31st, and the first prize is an Emmett's Edibles Gift Certificate for \$100!! That's a lot of cookies....yummy. For full details, check the web-site.

Well, as you can see my July is packed with an equal amount of fun and play...I hope yours is too. Keep cool, and I'll see you soon,

Emmett

July Health & Safety Tips!

Beach health and safety tips:

Dogs, especially those with short hair, white fur, and pink skin, can sunburn.

Limit your dog's exposure during the day and apply sunblock to the ears and nose 30 minutes before going outside.

Running on sand is strenuous exercise. A dog that is out of shape can easily pull a tendon or ligament, so keep a check on your dog's activity.

Check with a lifeguard for daily water conditions. Dogs are easy targets for sea lice and jellyfish.

Do not let your dog drink seawater; just like you, the seawater will make him sick.

Salt and other minerals in the ocean water can damage your dog's coat, so rinse him off at the end of the day.

Don't let your dog overdue it; swimming is very hard work and he may tire quickly. Most importantly, if swimming in the ocean, be careful of strong tides.

Fun Facts

1. People have kept dogs as pets for over 12,000 years.
2. An estimated 1,000,000 dogs in the U.S. have been named as the primary beneficiaries in their owner's wills.
3. Every dog on earth likely descended from a species known as the Tomarctus - a creature that roamed the earth over 15 million years ago.
4. Dogs have two times as many muscles to move their ears as people.
5. The most dogs ever owned by one person were 5,000 Mastiffs owned by Kubla Khan
6. The Aztecs and the Mayans symbolized every tenth day with the dog, and those born under this sign were believed to have outstanding leadership skills.
7. Those born under the sign of the dog in Chinese astrology are considered to be loyal and discreet, and temperamental.

Trivia

1. What breed of dog was originated in the late 1800's by Captain Max Von Stephanitz who hoped to develop an all-purpose working dog?
2. All dogs are generally believed to be descended from what prehistoric animal?
3. Which dog breed can get acne?
4. Who has a better memory, a dog or a cat?
5. How much money is spent every year on pet food?
6. What breed of dog was the first to star in an American movie?