

For Immediate Release

**DOG for DOG™**  
YOU BUY ONE. WE GIVE ONE.



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## **New Company, DOG for DOG™, Offers Products With a Purpose**

*With every item sold, DOG for DOG™ will donate one to a dog in need.*

SANTA MONICA, Calif. (September 1, 2012) — Treating your dog just got a whole lot better. DOG for DOG™, founded in January 2012, offers products pet owners can feel doubly good about buying, because for each DOG for DOG™ item they purchase the company donates a DOGSBAR™ to a dog in need.

The company currently offers two product lines: DOGSBAR™, organic nutrition bars for your dog, and DOGSBUTTER™, peanut butter developed especially for dogs. Both lines are made in the USA and are wheat, corn, soy and gluten free.

DOGSBAR™ was created to be both highly palatable and highly nutritious to help encourage shelter dogs who turned their nose up at other foods into eating, while still getting them the nutrients they need. The line currently includes two flavors—blueberry and peanut butter.

DOGSBUTTER™ was developed with dogs' nutritional needs in mind. Dogs love peanut butter, so DOG for DOG™ formulated a version for them. DOGSBUTTER™ is made with all natural ingredients. It has added flaxseed for omega 3 and contains no sugar, salt, soy, hydrogenated oils or other harmful ingredients.

When DOG for DOG™ was founded earlier this year, the goal wasn't just to start a treat company—it was to start a movement. Company CEO Rocky Kever spent the last seven years as a pet retailer, where he and his employees endorsed pet adoptions and raised money for their local shelters—yet they were frustrated by their limited ability to make an impact.

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“We really sat down and we just said, ‘Look, we’ve got to do something on a national scale that makes a difference, and the only way we can do that is having everyone in the whole nation and all the pet stores in the whole nation participate,’” explains Rocky Kever, company CEO.

As a result, DOG for DOG™ was born. The team realized that while many companies in the industry are dedicated to being socially responsible, often those efforts are hard for pet owners to really understand. That, combined with their desire to make as large of an impact as possible, led to their slogan—“You buy one. We give one.”—to convey to customers that DOG for DOG™ matches each product they purchase with the donation of a DOGSBAR™ to a dog in need.

To learn more about DOG for DOG™ or its products, please visit the company’s website at [www.DOGforDOG.com](http://www.DOGforDOG.com) or call (424) 229-1411.

#### About DOG for DOG™

Founded in 2012, DOG for DOG™ is a Santa Monica-based company that offers products with a purpose—for every DOG for DOG™ item purchased, the company donates a DOGSBAR™ to a dog in need. Dedicated to creating high quality products, all items are made in the USA and are wheat, corn, soy and gluten free.

Media interviews and high-resolution images are available upon request. To learn more about DOG for DOG™ or its products, please visit the company’s website at [www.DOGforDOG.com](http://www.DOGforDOG.com) or call (424) 229-1411.

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