FOR IMMEDIATE RELEASE

**New Jewelry for Dog Lovers by Pennyroyal Studio & Cesar Millan**

*Personalized Dog Bone Necklace to Benefit The Cesar Millan Foundation*

Los Angeles, CA (September 30, 2013) - Pennyroyal Studio today announced their fifth release in a growing collection of charitable jewelry designs with dog psychology expert, Cesar Millan. The newest release is a handcrafted necklace featuring a solid sterling silver dog bone hung horizontally on a delicate, adjustable sterling silver chain. Dog loving customers can choose to engrave up to 10 characters on the piece, with prices ranging from $55-$75. Proceeds from the sale of each piece will benefit The Cesar Millan Foundation’s DEAR Fund and the collection has raised over $40,000 since 2012. The line is available for purchase exclusively through [www.pennyroyalstudio.com/cesar-millan/](http://www.pennyroyalstudio.com/cesar-millan/).

For a limited time, each sale of the new personalized dog bone necklace will also include a free handcrafted “Trust-Respect-Love” dog tag/keychain with Cesar Millan’s signature engraved on the back.

***“We honor our dogs everyday in so many ways. I honor and remember Daddy every time the DEAR Fund helps animals in need around the world. When you invest in a special memento like the “Dog Bone Necklace” to honor or memorialize your dog, you contribute to helping a network of rescue teams, volunteers, and my Foundation to do more for animals,” said Cesar Millan.***

Pennyroyal Studio’s Owner/Designer, Tim Foster says, “There are few things in life that are as powerful as the connection we have with our dogs. Working with Cesar to create jewelry that gives people a wearable reminder of that connection while raising money to rescue and rehabilitate dogs in need has been one of the highlights of my career.”

The Cesar Millan Foundation built this campaign through the generous support of a “pack of talented humans” including Lisa Prince Fishler, Founder & Executive Director “[HeARTs Speak](http://www.heartsspeak.org/),” Houston based portrait photographer Karen Sachar, “Not a Bully” campaign creator and commercial photographer Douglas Sonders, *Compawssion* rescue book creator Frank Bruynbroek, cat owner/portrait photographer Elliott O'Donovan and stylememint.com who have all donated their images.

**About Pennyroyal Studio**

The Los Angeles-based jewelry design studio was founded in 2006 by Pennyroyal’s Owner/Designer, Tim Foster after leaving behind a career in the music business for the freedom of life as an artist. Foster’s design inspiration has evolved since its music-centric conception to focus on a much more natural aesthetic. In 2014 he took a 7-month creative hiatus hiking and camping in some of California’s most remote territories. Foster emerged in August with the brand new Fibonacci Collection inspired by mesmerizing patterns found in nature and our connection to the natural world. His passion for music and philanthropy remains in tact with worldwide licenses involving some of the biggest names in music including Zac Brown Band, Carlos Santana, Jewel and more. Pennyroyal’s charitable collaborations have raised over $240,000 to date.

**About Cesar Millan Foundation**

For seven years, the mission of the Cesar Millan Foundation has been to create and deliver humane education programs, raise critical awareness for the importance of spay/neuter on a local and global scale, and to reduce the senseless killing of shelter animals at a rate of 9,000 a day in the US and hundreds of thousands worldwide. For more information, please visit <http://millanfoundation.org>

**About The Cesar Millan Foundation's DEAR Fund**

Created in Daddy’s memory, The DEAR Fund (Daddy’s Emergency Animal Rescue Fund) provides assistance for dogs that are victims of abuse or violence, man-made disasters (hoarders and puppy mill rescues), and large-scale natural disasters (hurricanes, fires and other natural catastrophes). For more information or ways to donate visit:

<http://www.millanfoundation.org/donate/dear.php>

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