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The ACTIVE DOG! GUIDE: Arizona

The Regional *Active Dog Guide* to Dog-Friendly Destinations

PHOENIX, December 4th, 2009 – Pure Breed Products, Inc., a canine beverage company committed to dog wellness, announced today that it has launched the *Active Dog! Campaign* for ARIZONA.

“We have created the Active Dog! Campaign primarily to encourage individuals to incorporate their dogs into their daily life. We also strive to inform individuals about the dog-friendly destinations available in their local community through the regional Active Dog Guides, as well as businesses of the advantages of being dog-friendly”, says Ethan Tanney, the Director of the Active Dog! Campaign for Pure Breed Products, Inc.

The *Active Dog Guide* is a compilation of local dog-friendly destinations. From restaurants and hotels to dog parks and trails, this guide covers a variety of activities for you and your dog.

Pure Breed Products, Inc. has created five regional guides and has just added a sixth: Los Angeles, Orange County, San Diego, San Francisco, New York and now Arizona. They plan to print guides nationwide through research visits and submissions online from dog-friendly businesses and dog owners. Submissions can be sent via ActiveDogGuides.com.

The *Active Dog Guide* ONLINE also features an interactive Google™ map that allows users to find business information, get directions, and read reviews on all dog-friendly businesses in their area.

The *Campaigns* newest addition is their website, ActiveDogGuides.com. It features all of the printable guides, links to the regional Google maps, ability to search the users regional area, as well as a form to enter new dog-friendly submissions. All submissions collected by the Campaign volunteers will appear in the *Active Dog! Directory* located on the site.

“Dog owners can use the online resources to find new and exciting places to take their canine counterparts. In exchange, we hope dog owners will send us their favorite dog-friendly destinations, so we can create a comprehensive national resource for all major cities,” says Mr. Tanney.

This FREE resource can be found online at AquaPureBreed.com, ActiveDogGuides.com, or around California and Arizona at dog boutiques, restaurants, hotels, and veterinary clinics.

Whether you are planning on dining out, shopping, traveling, taking a trip to the park or going to the beach, do not leave your Pup behind. Take your Canine Friend out with you and support the *Active Dog! Campaign* by using the *Active Dog Guides* to find new local dog-friendly destinations.

Source: Pure Breed Products, Inc.

About PURE BREED PRODUCTS, INC. – Corona Del Mar-based Pure Breed Products, Inc. is committed to dog wellness through the manufacture of Aqua Pure Breed™, a line of on-the-go, natural and mineral-enhanced, hydration products for active dogs. Pure Breed Products, Inc. has started the *Active Dog! Campaign*, which utilizes the regional *Active Dog Guide*, to spread word of local dog-friendly destinations and businesses.