



Media Contact:  
Carol Boker  
Matrix Partners  
570-317-3877 (cell)  
cboker@gmail.com

## **NEWS RELEASE**

### **Puppy Piñata Brings a Little Fiesta to Shelter Dogs**

*More than 1,000 toys reached animal shelters throughout the country in honor of Cinco de Mayo*

**Naples, Fla. (May 19, 2009)** - Puppy Piñata, maker of the world's only plush dog toy stuffed with natural treats, launched its Cinco de Mayo Puppy Piñata Celebration by offering animal shelters donations of their toys. Each shelter was to send in a request for the prize package of 50 Puppy Piñatas by April 22. The shelter had to be a registered 501c nonprofit and in good standing. The company also requested photos of shelter dogs and their stories to be sent in after the event. The photos and follow-up stories will be posted on [www.puppypinata.com](http://www.puppypinata.com).

"We are huge animal lovers and were looking for a way to give some joy to underprivileged dogs," said David Vinokurov, director of business development. "With Poncho and Puppy Piñata being in theme with Cinco de Mayo, we thought it was the least we could do to donate the toys to deserving shelters across the country."

Twenty-three shelters around the country responded to the offer. Each organization received 50 Poncho toys for their animals. In addition they were given a list of suggestions to help them plan for a Cinco de Mayo celebration and to garner awareness for their nonprofit. The suggestions included hosting a Cinco de Mayo adoption event; inviting media to the shelter to have a fiesta with the animals; giving away Puppy Piñatas the week of Cinco de Mayo with any dog adoption; and selling the extra Puppy Piñatas at the shelter for additional income.

#### **About Puppy Piñata, LLC**

Puppy Piñata is the only interactive "2-in-1" plush dog toy stuffed with a natural treat. The product stimulates a dog's natural instinct or their "inner wolf" and gives them the satisfaction of working for the prey, shaking the toy, opening the secret pocket to the treat, and then conquering the task. The Puppy Piñata was chosen by Dr. Marty Becker, veterinarian correspondent on Good Morning America, as one of the "*Pet Product Breakthroughs of the Year*".

The tale of Puppy Piñata began after years of Jussi De Fazio and his Doberman, Caesar, making trip after trip to the pet store buying dog toys. When a new toy was bought, Caesar played with them for a little while but seemed bored. Caesar was even bored with treats given by hand.

With the understanding that dogs want to hunt and catch their prey, De Fazio blended Caesar's favorite hunting game of "Go Find It" with a plush toy and a treat. The idea of a pre-stuffed plush toy was invented. Puppy Piñata company debuted in Fall 2008.

As a company of avid animal lovers, Puppy Piñata is a proud partner of the Society for the Prevention of Cruelty to Animals (SPCA) International. The company donates a portion of all sales to this organization.

Currently, Puppy Piñata is available in two sizes with a natural beef jerky treat flavor. There are three characters available: Poncho, Lulu and Señor Jack, a Halloween pumpkin. For more information, please visit [www.puppypinata.com](http://www.puppypinata.com). All Puppy Piñata treats are made in the United States. Puppy Piñata is patent pending and a registered trademark.

**MEDIA NOTE: INTERVIEWS AND PHOTOS AVAILABLE**

**866-476-2498**

[www.puppypinata.com](http://www.puppypinata.com)

**Puppy Piñata LLC ▲ 2210 Vanderbilt Beach Rd. ▲ Suite 1203 ▲ Naples, FL 34109**