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## tails and tips

Tug 'n Toss Dog Toys from Fat Cat Inc. are fun, interactive toys your doggy will love! Tug-o-Rama and Toss 'n Pull are constructed for tough play and are great fun for retrieving games and tug 'o war! After all, what dog doesn't love fetching and tugging?

Fat Cat Inc.'s CatFisher Rod & Reel is the purr-fect way to get your cat movin'! Designed for Ultimate Kitty Activation, our Rod & Reel brings 'em running and keeps 'em entertained for hours. It's all in the bait – our mighty-fine Kitty Lures which contain our world-famous Zoom Around the Room® high-test organic catnip! (No messy worms required!) Plus, our Kitty Lures are removable and interchangeable with all of our other CatFisher items! Collect 'em all and have a ball! Wow! Casts up to 40 feet!

## pampered pooch

Luccianno is a 7-year-old terrier mix. His mom met him while she was volunteering at the Lange Foundation in West Los Angeles, Calif. She fell in love with him and brought him home. He loves to ride in the car and go to the park.

## bamboo story

Welcome to Paw Print!

Happy New Year!

Did a fun (and food) filled holiday season cause your dogs and cats to pack on the extra pounds? With the New Year upon us, both pets and their owners may resolve to get in better shape! Extra treats given to your cats and dogs during the holidays, combined with staying indoors because of cold winter weather can really plump up those pooches and make for some seriously "Fat Cats"! We've pulled together some quick tips to help get your pet in tip-top shape.

Tips for Dogs

- o Make sure to take your dog for walks or engage in physical activity 2-3 times per day. Our Tug-o-Rama™ and Toss 'n Pull dog toys are great interactive options for some quality one-on-one time with your doggy!

- o Play hide and seek with toys. Mental exercise is just as important as physical, and your dog will love the game!

- o Only make food available your doggy at designated meal times.

- o Always give your dog treats that are formulated with a dog's special nutritional needs in mind and avoid feeding your dog table scraps. Try new DogToids™ (and CatToids™) treats for your pets at snack time!

Tips for Cats

- o An easy way to engage your cat in physical activity is with interactive toys such as our CatFisher® line.

- o For indoor kitties who have the urge to scratch the furniture, our Big Mama's Scratch-O-Rama® and Scratchy Ramp will provide the perfect place for appropriate scratchin'. A natural instinct, your cats will love to scratch to keep their kitty nails groomed and to stretch and tone their kitty muscles!

- o Moving your pet's food bowl far away

## cat's meow

AshAvAri is a Black Smoke Persian kitty who loves talking on the phone! Anytime her mom puts the phone on her bed AshAvAri immediately snuggles up to it. When the phone rings her mom knows it is hiding somewhere underneath her little ball of fluff! At this point her mom may just end up buying her a phone of her own!

Do you have a dog or cat that you think should be nominated for the "Bamboo Pet of the Month" award? Please send us a photo, brief description, and any other information on why your pet is deserving of this award to [Bamboo Pet of the Month](#).

from their favorite sleeping spot is a good way to sneak in some additional exercise.

o Using catnip infused toys helps to engage your pet. Catnip is an herb in the mint family that entices many cats. Something about catnip affects your kitty's brain...and it can make them more active and playful. So open some Zoom Around the Room® high-test organic catnip and let the party begin. (Caution: Look out for swarms of low-flying kitties!)

## in the news

Popular Web site [QuickandSimple.com](#), recently included Fat Cat Inc.'s Water Bottle Crunchers in its Holiday Gift Guide for pets. QuickandSimple.com highlights Water Bottle Crunchers as festive toys great for crunching! The site has over 290, 000 visitors per month.

## DogToids™ and CatToids™ Giveaway!

Get Ready! Next month, just in time for Valentine's Day, Bamboo will be giving away DogToids™ and CatToids™ - Ferociously Flavorful™ breath mints for pets, to some very lucky Paw Print readers. These bite-sized treats are delicious delicacies for your four-legged friends. Look for the giveaway opportunity in next month's Paw Print!