



PJ's Pets & Pets Unlimited 5th annual Dog Guides Canada fundraising campaign to support Autism Assistance Program

Toronto, ON, Nov. 1— The PJ's Pets and Pets Unlimited 5th annual fundraising campaign for Dog Guides Canada begins November 1st - 30th in stores across Canada. This year's November campaign will proudly support Dog Guides Canada's new Autism Assistance Dog Guide Program.

"The funds raised by PJ's in November will help cover the costs to foster and train each Dog Guide. With training already underway, the first class of Autism Assistance Dog Guides are set to graduate in January 2010 and PJ's and Pets Unlimited will be an instrumental part of the launch of this program," says Melissa Eckersley - Manager of Communications for Dog Guides Canada.

PJ's Pets and Pets Unlimited goal for November is to raise enough money to train 5 dogs for the Autism Assistance program. Stacey Halliday, Marketing Director of PJ's Pets and Pets Unlimited feels confident this goal will be accomplished.

"Over the past four years, our incredibly generous customers and dedicated staff have helped raised over \$220,000 for Dog Guides Canada. These funds have helped Dog Guides continue to provide service dogs at no cost to Canadians with disabilities," says Halliday.

PJ's Pets and Pets Unlimited customers are invited to make a donation in the month of November at any PJ's Pets or Pets Unlimited location. Donations of \$20 or more are tax deductible.

About Dog Guides Canada's Autism Assistance Program:

Autism is the fastest growing developmental disability in the country and is estimated to affect more than 1 in 165 people. Autism Assistance Dog Guides provide safety, companionship and unconditional love for children 4-12 years old.

The Dog Guides help calm children in high anxiety situations, and reduce the stress commonly experienced in public places. Bonding with the Dog Guide helps both the child and their family gain increased independence and social interaction.

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