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Oscar on his raft in the family pool.

DONATIONS MADE IN MEMORY OF MASCOT

HARTFORD, CT – June 9, 2009 – Oscar, the lovable Poochie-Bells’ mascot and family pet passed away suddenly on Sunday, May 17th. To honor Oscar, Poochie-Bells LLC has devoted their nonprofit donation program in his name, Oscar “Doodles” Donations. He was instrumental in the founding of Poochie-Bells along with owner, Cheryl Pedersen. “Oscar was our star. He quickly learned the method of ringing the bells whenever he needed to go out. He inspired me to develop the Poochie-Bells product.” Cheryl reflects. “Smart, loyal, full of personality and very protective, Oscar was a wonderful family member.” For those who live in areas where coyotes roam, Cheryl warns people with dogs or small pets to be aware of their location at all times. “Since Oscar’s death, I’m amazed by how many people have shared their similar stories of coyote attacks.”

Oscar is the model found on all signage relating to the company, including the training instructions attached to the dog doorbells. Oscar’s celebrity status was established through Poochie-Bells on such television shows as “Better Connecticut” and the WTNH Noon News Show. He traveled throughout the country demonstrating how Poochie-Bells work, including in front of a QVC panel of judges during an invitation to participate in an Oprah/QVC sponsored event for unique businesses. Oscar was a Cairn Terrier/Poodle mix. His legacy will forever remain as Poochie-Bells spokes-dog and mascot.

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