

SuperZoo | Thursday ^{Sept. 11}

SHOW DAILY

Las Vegas, 2008

New Partnership to Benefit Vets

BY STEPHANIE BROWN

America's VetDogs, a provider of assistance dogs to disabled veterans, and Glory Days, a company that employs workers who are disabled, have teamed up to support America's veterans.

The two introduced a new line of orthopedic dog beds Wednesday called Sgt. VetDogs. A portion of the proceeds will go to America's VetDogs, which is based in Smithtown, N.Y., to help assist the nonprofit in its mission to provide guide and service dogs to disabled veterans.

The new beds are orthopedic foam inserts covered with water-repellent fabric used by the military for uniforms. The fabric, which is produced by Raytex Industries, the owner of the Glory Days brand, comes in three colors and patterns.

Dan Reich, chairman of Glory Days, which is based in Woodbury, N.Y., said the company expects the product to



Left to right, Dan Reich, chairman of Glory Days; Robert Evans with his VetDog, Steve; and Jeff Bressler, executive vice president of America's VetDogs.

generate interest among consumers and retailers alike.

"It's going to a great cause, so you feel good about buying it," Reich said. That also means more work for the disabled workers who manufacture, package or distribute the company's products.

Jeff Bressler, executive vice president for America's VetDogs, said the partnership will create another form of financial support for the nonprofit organization, which generally operates on corporate and individual donations.

Sgt. Robert Evans of Reno, Nev., and his VetDog, Steve, both attended the product launch. Evans, who lost his hand and injured his back and knee while serving in Iraq, said he wholeheartedly supports the partnership.

"Not only are the beds comfortable for the dogs, but from a financial standpoint, it will help VetDogs keep giving service dogs to disabled veterans," Evans said.

Evans said he knows from experience how much of a positive impact a VetDog makes on a disabled veteran's life.

"He's a great friend," he said of Steve. "I feel every fortunate that they provided him to me."

Glory Days® E-Blast for SuperZoo 2008

Glory DAYS®
A new day for workers with disabilities.

GLORY DAYS IS A SOCIALLY
CONSCIOUS BRAND CREATED TO
PROVIDE EMPLOYMENT FOR BLIND
AND/OR DISABLED WORKERS.



Print this page and bring to the Glory Days booth before 4:00 PM on Wednesday to enter to WIN 2 FREE Mamma Mia! tickets for September 10th at the Mandalay Bay Theatre.

Glory Days pet products include the exciting new Pup-A-Pedic® dog beds made with authentic U.S. Military camouflage fabric and filled with therapeutic orthopedic foam. Glory Days products are manufactured, packaged, and/or distributed by disabled American workers.



Come visit Glory Days at Booth #3549 at SuperZoo September 9th-11th.

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**United States Army Veteran SGT. Robert Evans and wife Karen Evans with
Glory Days® and America's VetDogs® personnel**

