



FOR IMMEDIATE RELEASE

Contact:

Bill Krol

631-930-9034 (office)

631-780-2457 (cell)

[bill@vetdogs.org](mailto:bill@vetdogs.org)

**America's VetDogs<sup>®</sup> and Glory Days<sup>®</sup> Partner to Help America's Veterans  
Sgt. VetDogs Brand Launches at Super Zoo**

LAS VEGAS, September 10—America's VetDogs<sup>®</sup> and Glory Days<sup>®</sup> have teamed up to support America's heroes with the Sgt. VetDogs line of dog beds. Sgt. VetDogs, a new brand for cause-related partnerships, makes its debut at Super Zoo.

America's VetDogs, a subsidiary of the Guide Dog Foundation for the Blind, Inc., provides guide and service dogs and training to disabled veterans of all eras to enable them to live again with dignity and independence.

Jeff Bressler, executive vice president for America's VetDogs, says, "The Sgt. VetDogs brand represents Americans' love for dogs and their support of the men and women who have served in the Armed Forces, while also engaging consumers' increasing desire to patronize companies that support causes they care about."

Glory Days works with organizations that provide employment, training, and rehabilitation services for people with disabilities. All Glory Days products are manufactured, packaged, and/or distributed by workers who are blind, visually impaired, or who have other disabilities.

Partnering with Glory Days was a natural, says Bressler. "We were impressed by Glory Days' commitment to using workers with disabilities and their history of providing high-quality fabrics to the U.S. military."

The Glory Days *Pup-a-Pedic*<sup>®</sup> beds are orthopedic foam inserts covered with durable, easy care fabric used by the military for uniforms. "We believe the Sgt. VetDogs line of dog beds represents the highest-quality dog bed available today," he adds.



America's VetDogs<sup>®</sup> and Glory Days<sup>®</sup> Partner to Help America's Veterans Page 2...

Today's consumers demand more than a quality product or service at a good price. And in an increasingly crowded and competitive marketplace, companies need a way to stand out from the crowd.

According to the *2007 Cone Cause Evolution & Environmental Survey*, 86 percent of consumers say companies should support causes, and 87 percent would switch from one brand to another if the other brand is associated with a cause.

Cause-related partnerships are mutually beneficial relationships in which both organizations benefit: the nonprofit raises vital funds in support of its mission, and a company strengthens its reputation and brand identity.

Building on the Guide Dog Foundation's commitment to serving America's disabled heroes, America's VetDogs has built strong relationships with the U.S. military and the Department of Veterans Affairs to become the premier organization offering assistance dogs to veterans.

Through America's VetDogs, disabled veterans teamed with a guide or service dog regain their independence and mobility. After being trained with his service dog, one disabled veteran called his dog, "My ticket back to the real world."

The mission of Glory Days is to help disabled American workers remain in the workforce and be productive members of society by promoting self-worth and building self-esteem.

###

Sgt. VetDogs is a brand of America's VetDogs<sup>®</sup> – The Veteran's K-9 Corps<sup>®</sup>

371 East Main Street ☒ Smithtown, NY 11787 Tel: 631.930.9000 ☒ Fax: 631.930.9009 ☒ [www.VetDogs.org](http://www.VetDogs.org)



August 21, 2008

Mr. Daniel S. Reich  
Chief Executive Officer  
Raytex Industries  
130 Crossways Park Drive  
Woodbury, NY 11797

Dear Mr. Reich:

On behalf of the Guide Dog Foundation for the Blind and America's VetDogs, I want to take this opportunity to thank you for the donation of 20 assorted dog beds. I am pleased to let you know that the dog beds were presented to a wide range of our consumers and volunteers. For example, one of the beds was presented to "George," a military therapy dog at the Walter Reed Army Medical Center. A bed was also presented to a volunteer whose dog was recovering from orthopedic surgery and yet another bed was given to one of our guide dog users who also works at the Foundation so her dog would have a comfortable place to rest during the work day. I am happy to report that in all instances, we have received nothing but rave reviews for the comfort, durability and overall attractiveness of the beds.

In addition to your generous donation, we are honored to have the opportunity to continue to develop our cause related marketing partnership.

On behalf of all of those who have had the opportunity to receive one of your wonderful dog beds, my deepest appreciation.

Sincerely,

Jeff Bressler  
Executive Vice President

JB:sg



August 22, 2008

Mr. Daniel S. Reich  
Chief Executive Officer  
Raytex Industries/Glory Days  
130 Crossways Park Drive  
Woodbury, NY 11797

Dear Mr. Reich:

I wanted to take the time to express to you how special your beds are. As a Licensed Veterinary Technician, I have made it a point to use some of your beds in specific cases here at the Foundation in order to observe their quality and durability. They are being used with our senior dogs, within our puppy/whelping dept., as well as our younger dogs who are recovering from surgery. The pillow beds are holding up great with our seniors. One of our dogs who is with a volunteer was recovering from orthopedic surgery and loves using the pup-a-pedic. One of our new mommy's in the whelping dept. is sleeping comfortably on the pup-a-pedic right after giving birth. Our receptionist's Guide, Seymour is enjoying your large pillow bed. Even our chewers can't seem to conquer your beds at this point.

Our staff has taken the covers off to wash them and they clean up very nicely. They are lasting longer than the regular beds due to the material being water and odor resistant.. The pup-a-pedic is very impressive in how it compresses to provide comfort for our dogs that are healing from surgery or dealing with arthritis. The beds are amazing. Thank you again for donating these beds to the Guide Dog Foundation and America's VetDogs. We cannot begin to describe how appreciative our dogs are to have them.

With appreciation,

Christine McDonald  
Corporate Alliance Manager

United States Army Veteran Sgt. Robert Evans and his VetDog Steven.  
Sgt. Evans lost his hand and injured both his knee and back while serving in Iraq.  
Sgt. Evans and his wife Karen joined Glory Days® and America's VetDogs® at  
SuperZoo 2008.

