

## Coffee for People. Proceeds for Pets!

Muddy Paw Coffee has been formed to promote the joys of responsible animal adoption and to help animals in need by donating part of the proceeds to animal rescue operations. All coffees are fresh roasted to order and shipped to their destination within 48 hours. The coffee is also available at wholesale prices to coffee shops, retail locations, restaurants, and businesses. Proceeds from specific wholesale accounts will be donated to animal rescue operations that are local to the stores in order to help promote local animal rescue needs.

**Spot Blend:** A light roast that loves to please

**Buddy Blend:** A medium roast to keep by your side all day

**Happy Tail Blend:** A dark roast that makes tails wag

**Growler Blend:** A dark roast that packs a caramelized bite

**Fireside Blend:** A decaffeinated roast that tastes great without the bark

**Hazel Eyes Blend:** A hazelnut roast that the nose loves



Our small batch roasting process makes our beans fresher, therefore resulting in a more flavorful and aromatic coffee.

# Muddy Paw Prints

Issue 2, August 2009



## Poodle Power

Baby came from desperate circumstances, spending so many years in caged confinement that one of her limbs had to be amputated. But that hasn't dampened the spirits of this doggie diva, who's now enjoying a second career cozying up to the likes of Barack Obama, Jane Fonda, Bill Maher, and Alice Walker.

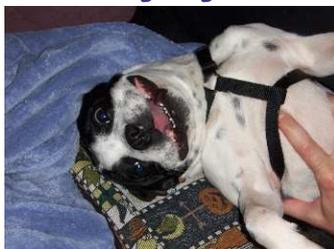
These and other stars have aligned in the pages of a new book that showcases the poodle posing with more than 60 celebrities. The brainchild of animal activist Jana Kohl, Psy.D., *A Rare Breed of Love* details the sordid truth behind mass breeding facilities that churn out millions of puppies a year for sale to an unsuspecting public.

Baby's heartening tale, released this summer by Simon & Schuster, began when Kohl was searching online to buy a dog, and a friend advised her to go straight to the source. Kohl was shocked by the squalor she saw at one of the facilities she now calls "houses of horror"—sheds crammed with rows of barren wire cages holding dogs who produce litter after litter in abysmal conditions.

Vowing to spread the word about what she'd witnessed, she adopted Baby from a woman who'd rescued the dog from a similar facility. She then enlisted high-profile people to help tell Baby's story. Kohl made enough connections to create a celebrity-filled project proposal that she hoped would entice other public figures to get involved. The positive responses to her invitation launched a whirlwind traveling photo shoot that took her and Baby to Washington, D.C., New York, Los Angeles, and back again.

Through it all, the once-anxious pooch maintained perfect poodle poise—even when she and Kohl literally bumped into a rock star in a Manhattan hotel lobby and had only a few seconds to persuade him to join the effort. "I apologized, and as I turned to see who I had knocked over, I saw that it was Steven Tyler of Aerosmith," Kohl says. Exhausted and returning from a photo shoot, Kohl made her sales pitch in the elevator. Tyler, dressed for his next show and just about ready to leave, kindly obliged—and even recruited the photographer on tour with him to help with the job. *Continued* →

## Last month's pet photo winner!



Meet Genghis, a Boston Terrier mix who apparently loves belly rubs 🐾

Visit our website and [enter](#) your pet for a chance to win a free bag of Muddy Paw coffee!

## Did You Know?

"Coffee Day" is celebrated as a national holiday around the world:

May 24<sup>th</sup>: Brazil

September 12<sup>th</sup>: Costa Rica,

September 19<sup>th</sup>: Ireland

September 29: United States

October 1<sup>st</sup>: Japan



*Poodle Power continued...*

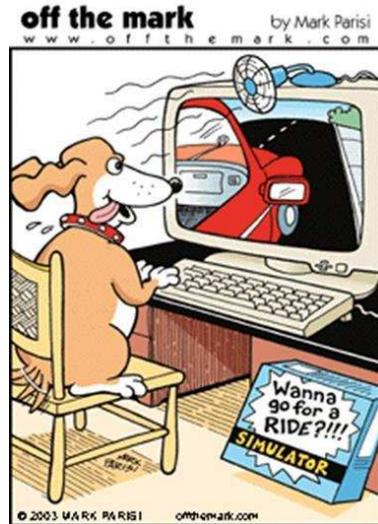
Progress on the development of *A Rare Breed of Love* was slowed by only one thing: the time Kohl took to fight for a foie gras ban in Chicago, an effort that earned her an HSUS Humane Award in Activism last year. Her belief that ignorance breeds cruelty is born of personal experience: She wore fur until seeing footage documenting the suffering it causes. She names as a "turning point" her viewing of a short film about factory farming. "I think unless people see things with their own eyes, they aren't inclined to act," she says. "... Seeing is believing."

Kohl is hoping as many people as possible see her book and understand its message—a point she drove home on a cross-country tour with Baby this summer. Besides bringing awareness to the public, part of her mission was to persuade Congress to ban the horrid practices inherent to puppy mills and encourage the public to adopt instead of buy their pets. "Everyone we met—from politicians to the people on the street—said, 'We need to shut these places down,'" Kohl told HSUS CEO and president Wayne Pacelle in an interview during the tour.

She believes the effort was a success: "It's been extraordinary to meet so many bighearted people, including other rescuers," she said, "but the most gratifying is when someone comes up to us and says, 'Your story changed my life. After reading your book and hearing you speak, I will only adopt from now on. I'm a changed person.' That makes this long, hard schlep worth every minute on the road."

By Jana Kohl  
Taken from *Animal Sheltering Magazine*  
with permission from *The Humane Society of the United States*

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## You Know You've Been Doing Rescue Too Long When...

1. You have a mental list of people you'd like to spay or neuter.
2. You stopped at a house with a "Free Puppies" sign in the yard to have an Educational "Chat," and your kids had to post your bail.
3. Running out of paper towels is a household crisis.
4. You not only know all the characteristics of a good "stool," you discuss them at dinner.
5. Your checks have messages on them like "Subtract Two Testicles For Every Four Feet."
6. You have a bumper sticker that reads "My Golden Retriever Is Smarter Than Your Graduate Student."
7. You secretly wonder about such things as how animals can manage without wiping.
8. You pray they will someday manufacture Teflon furniture.
9. You have phone calls forwarded to PetSmart.
10. You absentmindedly pat people on the head or scratch them behind their ears.
11. Given the choice of having your teeth cleaned or their teeth cleaned, they get their teeth cleaned.
12. You not only allow pets on the couch, guests have to sit on the floor because the dog has "territorial issues."
13. Your spouse missed the final game of the World Series because the cat wanted to watch his favorite video, "Birds of North America."
14. Anytime the animal appears lethargic, you go on-line and investigate vet med websites, pose questions to your address book and on e-lists, and by the time you digest all the information and field the correspondence, the animal has torn out the window screens, masticated a couch cushion and left something disgusting in your favorite pair of shoes.
15. Your chatroom handle is "Queen of Spayed."
16. You and your vet are on a first name basis and he genuflects when you enter the waiting room. His daughter at Harvard refers to you as "Auntie."
17. You needed a prescription to recover from "Old Yeller."
18. You've forwarded more warnings about the dangers of chocolate, onions and mistletoe than the National Center for Disease Control has issued about anthrax and smallpox.
19. You wear white year 'round, not because you are flaunting a fashion law or belong to a religious sect but because you have a Dalmatian, Great Pyrenees, Samoyed or white Persian at home.
20. The world would never guess from your "dog or kittyspeak" posts to e-lists that in reality you are chairman of the IBM corporation.
21. By the time you investigate different flea control products, their advantages and potential risks, natural versus chemical methods, and study the life cycle of the flea, any fleas have died of old age.
22. You tell your children to "heel!" in a grocery store.
23. For relaxation, you went mall hopping with your girlfriends. Your eyes glazed over when you saw a sign in front of a pet shop, "20% Off All Puppies & Kittens," and you slapped three security guards before they got you safely contained in the manager's office.
24. People are still talking about your spay-neuter holiday greeting from last year, "Deck the Halls with Balls of Collies."

Taken from [www.nebraskaanimalrescue.org](http://www.nebraskaanimalrescue.org)

## Raise money for your organization with MPC!

Muddy Paw Coffee's "never-ending" fundraisers are a proven way to raise money month after month for animal rescue groups and organizations! When supporters call or go online and purchase direct, Muddy Paw Coffee will donate \$2.00 from every bag sold to the chosen organization. Labels can also be personalized with the organizations' logo or mascot to help promote the cause. 🐾

### Current Fundraising Partners:

- NYC Shiba Rescue
- NHSPCA
- Animal Rescue League of NH
- Cocheco Valley Humane Society
- Northeast Boston Terrier Rescue
- North Country Animal League
- Boxer Rescue L.A.



Fan us on Facebook!  
Follow us on Twitter!



### Note from the President (& his Dogs):

I am very excited about the difference Muddy Paw has made so far and the potential for helping animals in need throughout the country. I love that every time someone enjoys a cup of Muddy Paw Coffee, they are also helping an animal in need. That is how we came up with our slogan 'Coffee for people, proceeds for pets.'



Thanks for reading our newsletter and I hope you visit us online or at our Portsmouth, New Hampshire location soon!

Derek S. LaBorie

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