



FOR IMMEDIATE RELEASE

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### **CLUB BOW-WOW, WHERE DOGS' DREAMS COME TRUE**

**Madison, WI...**Imagine yourself curled up in a soft bed next to a crackling fire, being scratched behind the ears, you find a biscuit on your pillow and begin to drift off to the soft sounds of Mozart, you dream of romping and playing with your best pals, chasing a ball and splashing through the wading pool, you dream of walks and the many things to sniff, you dream of delectable treats and tummy rubs and watching your favorite Scooby-Doo movie...But wait, this isn't a dream, this is the day-to-day experience for all dogs at Club Bow-Wow, a luxury hotel for dogs—where every guest is a member of the 'Very Important Pooch' club.

Club Bow-Wow offers luxury hotel and daycare services for dogs of all sizes. The hotel is modeled after a warm and inviting mountain lodge and includes 6,600 square feet of indoor "lodge" space and 11,000 square feet of outdoor play parks (designed just for the special needs of dogs). From the moment guests enter the lobby, with a three-sided stone fireplace and relaxing log rocking chairs gracing the space, the space permeates the sense of arrival and serenity. Attention to detail in the design of all hotel guest rooms and play spaces ensures that the guests will have a wonderful time and realize all the comforts of home, and then some!

Hotel guests will be treated to accommodations in one of the bungalows, suites or luxury villas, or the Ambassador or Presidential suites, all of which are beautiful, comfortable, private havens with climate control. The bungalows will offer special a choice of bedding, with Super Soft Max, Snuggle Nest or custom designed elevated beds and shared televisions. Suites will offer a little more space, the same choices in personalized bedding and some feature outdoor patios. The villa accommodations define the lap of luxury and include themed bedding and raised dining trays, private televisions and large outdoor patios overlooking Yosemite Play Park. Each villa offers a unique theme:

**Luxury Lodge Villa**—A rustic adventure featuring cozy log bed, matching log dining feeder, braided rug and fun accessories.

**Heavenly Hunter Villa**—Beautifully decorated with 4-poster bed and mountain style feeder, cozy camouflage rug and rustic accessories.

**Pampered Princess Villa**—She is a princess, after all, so give her the royal treatment with a luxurious pillow top bed, darling dining feeder, quilted rug and accessories fit for a queen.

**Hollywood Villa**—Make him/her a star! Custom director's chair bed and matching raised feeder—even an 'autographed' Lassie photo!

**Animal Print Haven**—To satisfy their 'call of the wild' side, plush velvety chaise lounge with comfy pillow, exotic dual feeder and animal print accessories.

**Royalty Villa**—Fit for the king or queen that he/she is, elegant canopy bed, Italian gold palace feeder and royal décor.

**Veranda Villa**—A lazy day relaxing on the front porch, picket fence bed with ultra comfy cushion and matching feeder and even a welcome mat!

And, for the fully pampered pooch, the Ambassador Suite and Presidential Suite are available. These lucky guests will kick back with the owner or manager in their own private quarters on the

upper level. The Ambassador Suite, complete with people sized bed, wall-to-wall carpet, toys, window overlooking the play parks, and a very special treat with the warm companionship of a club caretaker throughout the night. The Presidential Suite features lounging chair, television, wall-to-wall carpet, toys, “heavenly” bedding, window overlooking the play parks and private balcony.

Although there is tremendous attention given to the design and amenities within each guest room, guests spend very little time during the day in their room as there are many, many activities in which to participate. All guests go outside 8-10 times each day and spend time in one of three play parks, complete with balls and toys. Services for all dogs include soothing piped in music and ‘tuck in’ time featuring relaxing massage, cuddling and biscuit on the pillow. The club also has unique offerings such as ‘Yappy Hour’ with delectable frosty snacks and ‘Central Bark Lounge’ for dogs who simply need a comfortable couch, pillows and a television. Full spa packages are available and the Club Bow-Wow staff will soon include a trained animal masseuse. During inclement weather, guests are offered raincoats, sweaters and jackets during their outdoor time. On top of these standard services, personalized services can be accommodated as requested by the family—no request is denied. For the frequent guest, a VIP frequent-flier club is available to take advantage of special amenities.

The first class experience of the guests is the top priority at Club Bow-Wow, but there are also a plethora of services offered for the convenience and peace of mind of the ‘parents’. Report cards are sent home with guests to give parents a full run-down of the guest’s activities, and many report cards include souvenir photos of the stay. Guests can be dropped off and picked up via curbside, or valet, car service, so that dog owners never have to leave the comfort of their car. And, after-hours check-out is available for owners who want their ‘baby’ to be home from a trip as quickly as they are. For the homesick guest (or parent), Club Bow-Wow caretakers are able to bring the guest a telephone so that parents and guests can talk while they are apart—or, the guest can be brought in to a play park where the parent can view via live web-cam the guest and ensure their happiness and safety. In fact, live web-cams are running 24 hours in all three of the Club Bow-Wow play parks.

Club Bow-Wow promises to make every experience the BEST experience by treating every dog as if they are our own...loads of love, attention and fun! Club Bow-Wow, in collaboration with 4 Paws Swim & Fitness, Sharkey Animal Portraits and Westside Family Pet Care Center, will provide an exceptional ‘all inclusive’ set of services combined with convenience. This full service ‘Pet Campus’ and state-of-the-art facilities are the first of its kind in the region, and possibly the nation. For more information about Club Bow-Wow, please visit [www.clubbow-wow.com](http://www.clubbow-wow.com).

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