

PETS & PEOPLE

It's "A Dog's Life": Home-Baked Pet Treats Also Fill Fundraising Void

(NAPSA)—He's licked your face to cheer you up, so why shouldn't man's best friend have his own home-baked cookies?

We're talking dogs, of course.

In one of those wonderfully inspired confluences of interest—treating pets like they were human and raising money for a worthy cause—a fourth-generation baker raised in Avon, Conn., is using his years of experience to perfect everything from cookies to cupcakes to calzones for the four-paw set. And not only do these spoon-and-bakes look like the real thing, they smell like they just came fresh from the oven, too.

"I was always the kid in the kitchen creating fresh-baked goodies for our dogs from the ingredients we had in the cupboard," says Greg DeLuca, president and founder of DeLuca Dog and Friends. His company offers spoon-and-bake dough in two dog-friendly flavors—all-natural oats & cheddar and classic peanut butter—each made with human-grade ingredients like whole eggs, rolled oats, peanut butter, cheddar cheese and wheat flour.

So how does the charitable fundraising figure in? Through a partnership with Joe Corbi's, a giant in fundraising programs, people can now sell DeLuca's dough to support their schools, churches, sports teams, animal shelters and other organizations.

With pet food now a \$15 billion-a-year industry and pet snacks alone raking in over \$2 billion in sales, DeLuca is confident his products will help fund important causes.



Doggy cupcakes, cookies and more can support a worthy cause.

"We're excited to be a part of this effort," he says. "People love their dogs and now that love can be a force to help care for others as well."

In addition to buying the dough through the fundraising program, you can find three-pound tubs—enough for 96 ½-ounce treats or 192 ¼-ounce treats—at www.delucadog.com.

The site—where you can designate any organization you want to receive funds based on your purchase—also has ideas for dog-themed family baking activities, along with tips and recipes for treats like bite-size bacon calzones, apple pie cookies, and cupcakes with a sweet potato topping and carrot confetti.

The snacks are enough to get any dog's tail wagging—or at least make him pant.