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FOR IMMEDIATE RELEASE

HOLLYWOOD CELEBS BECOME HEALTHCARE ADVOCATES
FOR THEIR FOUR-LEGGED FRIENDS

Big Names Benefit from Big New Book—*Speaking for Spot: Be the Advocate Your Dog Needs to Live a Happy, Healthy, Longer Life*

North Pomfret, Vermont—A hit book amongst conscientious dog owners and veterinarians across the nation is about to hit L.A. in a big way. *Speaking for Spot: Be the Advocate Your Dog Needs to Live a Happy, Healthy, Longer Life* by board certified veterinary specialist Dr. Nancy Kay is featured in Distinctive Assets' Hollywoof A-List Doggie Gift Bags, to be distributed to over 20 dog-loving singers, actors, and television personalities—including Miley Cyrus, Charlize Theron, and Martha Stewart, to name just a few—at the end of August. Dr. Kay offers recipients the inside scoop on how to ensure their own pets—and the less fortunate dogs and cats whose lives they support and champion—get the very best health care, at the right time, from the right veterinarian.

Hailed as “an engaging, compelling and truly indispensable book” by the editor-in-chief of *The Bark* magazine and “the ‘other’ best friend you need when making veterinary decisions for your dog” by Amy Tan, author of the *New York Times* bestseller *The Joy Luck Club*, Dr. Kay's *Speaking for Spot* sheds light on the overwhelming, confusing, and expensive world of veterinary medicine. From getting a second opinion, to coming to grips with a canine cancer diagnosis, it helps dog lovers make educated medical decisions, ask the right questions of veterinarians, and provide appropriate support care at home and in the office or hospital.

With almost 40 percent of US households owning at least one dog, and the proliferation of books, movies, and blogs featuring labs, hounds, and terriers, many have said that human-dog interaction today has evolved to more closely parallel that of a parent and child—we teach dogs and talk to them in much the same way we do our sons and daughters (83 percent of dog owners refer to themselves as their pup's “mom” or “dad”). With this in mind and in a day and age when people are becoming more active medical advocates on their own behalf, it seems only fitting we take better heed of our dogs' health care.

Established in 1999, Distinctive Assets not only produces the Gift Bags and Talent Lounges for many major award shows but also provides product placement, product introduction, and branding opportunities within the entertainment industry and beyond. Other services include Corporate and Personal Gifting for every occasion.

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For more information about Dr. Nancy Kay or her book *Speaking for Spot*, visit www.speakingforspot.com. To schedule an interview with Dr. Kay, please contact Martha Cook at 800.423.4525 or email Martha at mcook@sover.net.

