



PRESS RELEASE

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Dog Lovers: Be One in a Million!

National Campaign Aims to Help Dogs and Prove that “Love Adds Up”



Littleton, CO – November 17, 2010 – Last year on November 12, Cain, the beloved dog of Kelly Kaliszewski, succumbed to canine cancer. Overwhelmed with grief and determined to honor Cain’s memory, Kelly founded **Wishcuit** (rhymes with biscuit), a company dedicated to improving the health and welfare of dogs through campaigns that raise awareness and funds.

To mark the first anniversary of Cain’s death, Wishcuit is taking its initial campaign, *Love Adds Up*, nationwide. Inspired by the philosophy that “it doesn’t take a lot of change to make change,” Kelly hopes to sell **one million** *Love Adds Up* items (currently stickers for \$3 and magnets for \$6) to raise funds in support of canine cancer research and treatment, canine rescues, adoptions, foster programs, and spay and neuter efforts.

The *Love Adds Up* items feature a simple image of a dog, a person and a heart that Kelly sketched on a summer afternoon with Cain at her side. “It is a simple drawing representing the love Cain brought into my life. Love – pure and simple.” she says. “Sadly, Cain died just a few months later. Now this sketch can help promote the unconditional love of dogs on cars, scooters, strollers, refrigerators, suitcases, etc. – while helping to make a real impact in the lives of needy dogs.”



On behalf of each animal lover who purchases an item, Wishcuit donates 50% of the proceeds to canine welfare groups. Once the goal of distributing one million items has been met, organizations will have received well over \$1,000,000 in funding – all because of a simple, whimsical drawing illustrating the love that pets add to our lives. To date, 2,000 stickers have been sold, and Wishcuit has financially supported animal societies, cancer centers, and humane societies throughout Colorado and Utah.

For further details on how you can “be one in a million” by ordering a single product or a large quantity at wholesale, visit <http://www.wishcuit.com/wp/love-adds-up-campaign/>, call 303-618-6098, or e-mail kelly@wishcuit.com.

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