

**FOR IMMEDIATE RELEASE:**

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**BOTSWANA VILLAGERS BENEFIT FROM POOCHIE-BELLS® PURCHASES**

HARTFORD, CT – June 15, 2009 – The makers of Poochie-Bells® are proud to announce that proceeds from their leather dog doorbell training tool line goes directly to the Tsienyane Leathercraft Villagers of Botswana, South Africa. Each leather strap is hand-cut, punched, and naturally dyed exclusively for the company. By purchasing leather Poochie-Bells®, consumers are making a direct contribution to the economic welfare of this community, including the Banaba Marang Preschool, which enables the many AIDS orphans of the village to attend school. [www.poochiebells.com](http://www.poochiebells.com)

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If you would like more information about this product, or to schedule an interview, please contact Cheryl Pedersen, President of Poochie-Bells, at 877-688-3647 or email her at [admin@poochie-pets.net](mailto:admin@poochie-pets.net).