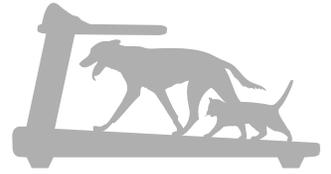




Happy New Year Edition



Each year, life undoubtedly delivers a wide-range of experiences to each of us, including our pets. From good times and successes to stresses and even misadventures, 2012 was no different. Always resilient, New Yorkers experienced it all. In this newsletter, we'll share the top three pet-related resolutions pet parents, like you, most often admit they want to work on and how you can incorporate these habits into your own lifestyles. Finally, we'll highlight a short list of cats and dogs that made headlines in 2012 and why.



Top Three New Year's Resolutions Made by NYC Pet Owners

As the year came to an end, did you give much thought as to how you'd like to make 2013 an even better year for yourself...and your pets? Naturally, as your pets' veterinarians, we're all about seeing them live the longest, most fulfilling and healthiest lives possible. At West Chelsea Veterinary and very commonly around New Year's resolution time, we often hear pet owners say they really want to work on the following pet-gear resolutions:

1: "I've got to take my dog on more walks!" – We couldn't agree more. It's no secret that dogs of all breeds and sizes need physical and mental stimulation, as well as a good old-fashioned bathroom break. Plus, there's no denying that extra exercise is excellent for your own health. Many cat parents also say they know they need to dedicate additional playtime to their feline housemates. Just five to ten minutes of playtime a day will do a cat a ton of good. Playtime = mental stimulation and exercise for both of you!

2: "We want to stay on top of regular veterinary visits! No more procrastination." – It's no secret that routine visits are often the key to your pet living great, healthy life. It's a fact that preventative care is generally much less expensive than the cost of treating a disease or an advanced medical issue. During every routine visit, we'll examine them thoroughly and give you peace of mind.

3: "That's it. I've got to be better about brushing their teeth." – We know. It's not the easiest thing to do. Cats and dogs can both be nearly impossible to convince when it comes to cleaning their pearly whites, but it can be well worth the effort.

Here are a few quick tips: Use a soft, made-for-pets finger brush to sweep along the tooth and gum lines. Reward them with their favorite treats before and after brushing to be sure it's remembered as a positive experience. Pet-appealing flavored toothpastes, such as "liver" and "chicken," are available and can make the task less unbearable for pets.

Headline Grabbing Cats and Dogs of 2012 and 2013

One became a social media and YouTube sensation; others awarded esteemed World Records for, well, just being themselves. Here are two cats and two dogs that really made history in 2012 and others that will continue to make history in 2013:



Photo courtesy Guinness World Records and YouTube

Cupcake – 2013's World's Smallest Service Dog

Weighing in at just 2 pounds, with a standing height of only 6.25 inches, New Jersey's "Cupcake the Chihuahua" is a record size. But it is because of her incredible dedication as a service dog that won her Guinness World Record's "Smallest Therapy Dog" title. Her "pet mom" experienced incredible tragedy and abuse and attributes her personal healing to cupcake's unconditional companionship. Here is Cupcake's own Facebook page: facebook.com/pages/Cupcake-the-Therapy-Chihuahua



Photo courtesy Guinness World Records and YouTube

Zeus – 2013's World's Tallest Living Dog Ever Recorded

Also a pet therapy dog, it's been said that Michigan's "Zeus the Great Dane" is more the size of a horse than a dog. In fact, at 44 inches tall, he is actually the

same size as an average donkey. When standing on his hind legs, Zeus stands at an unbelievable 7 feet, 4 inches!



Photo courtesy Guinness World Records and YouTube

Then, there's Tardar Sauce a.k.a. "Grumpy Cat."

Grumpy Cat's story began as a simple social media photo share. The cat, whose facial expression appears permanently, well, grumpy, was spotted by some who felt the cat's photo must have been "Photoshopped" to look that grumpy. So, Grumpy Cat's owners shared some YouTube videos of her, which also went viral, and the rest is history. The Internet sensation now has a full line of promotional items, along with millions of social media shares. The cat's family has sold tens of thousands of Grumpy Cat greeting cards and have donated some of their profits to Cities 4 Paws Rescue, Inc., a no-kill shelter near their home. According to www.grumpycats.com, Grumpy Cat is a sweet and cuddly little feline and not actually grumpy at all!

Uggie – Rejected Dog Turned Honorary Oscar Nominee

Arguably one of the most touching pet stories of 2012, Uggie's story is truly unique. The Jack Russell Terrier gained notoriety for his roles in *Mr. Fix It*, *Water for Elephants* and *The Artist*. However, Uggie's beginnings didn't read like a happy Hollywood script. Twice rejected from homes for being "too wild" and at risk for being sent to the pound, an animal trainer quickly adopted Uggie and turned the intelligent and hardworking pup into a big screen sensation. He's since received prestigious film awards and a whole lot of screaming fans! This dog's one to watch. Here is Uggie's own Twitter page: twitter.com/uggie_theartist

If you have resolutions you'd like guidance on, or just need us to cheer you on in your efforts, call us at: (212) 645-2767

