

AGILITY • OBEDIENCE • FLYBALL • RALLY-O • TRICKS • AND MORE!

DOG Sport

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Special Food Focus!

- Pet Obesity
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- Using Food in Training
- Interview with **Ellen DeGeneres** on HALO Products!

10 Novice Mistakes (Part 2)

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Dog Park: Pet Etiquette

2009 Buyers Guide Inside!

How people in the dog world are staying connected Online with the Help of **Johann The Dog!**

September/October 2009 \$6.95



PET FOOD *Special Focus*

Interview with
Ellen DeGeneres
on Halo Pet Food
Products!



DogSport Magazine chats with Ellen DeGeneres about her passion for animals & Halo Pet Food!

Interview with
Ellen DeGeneres

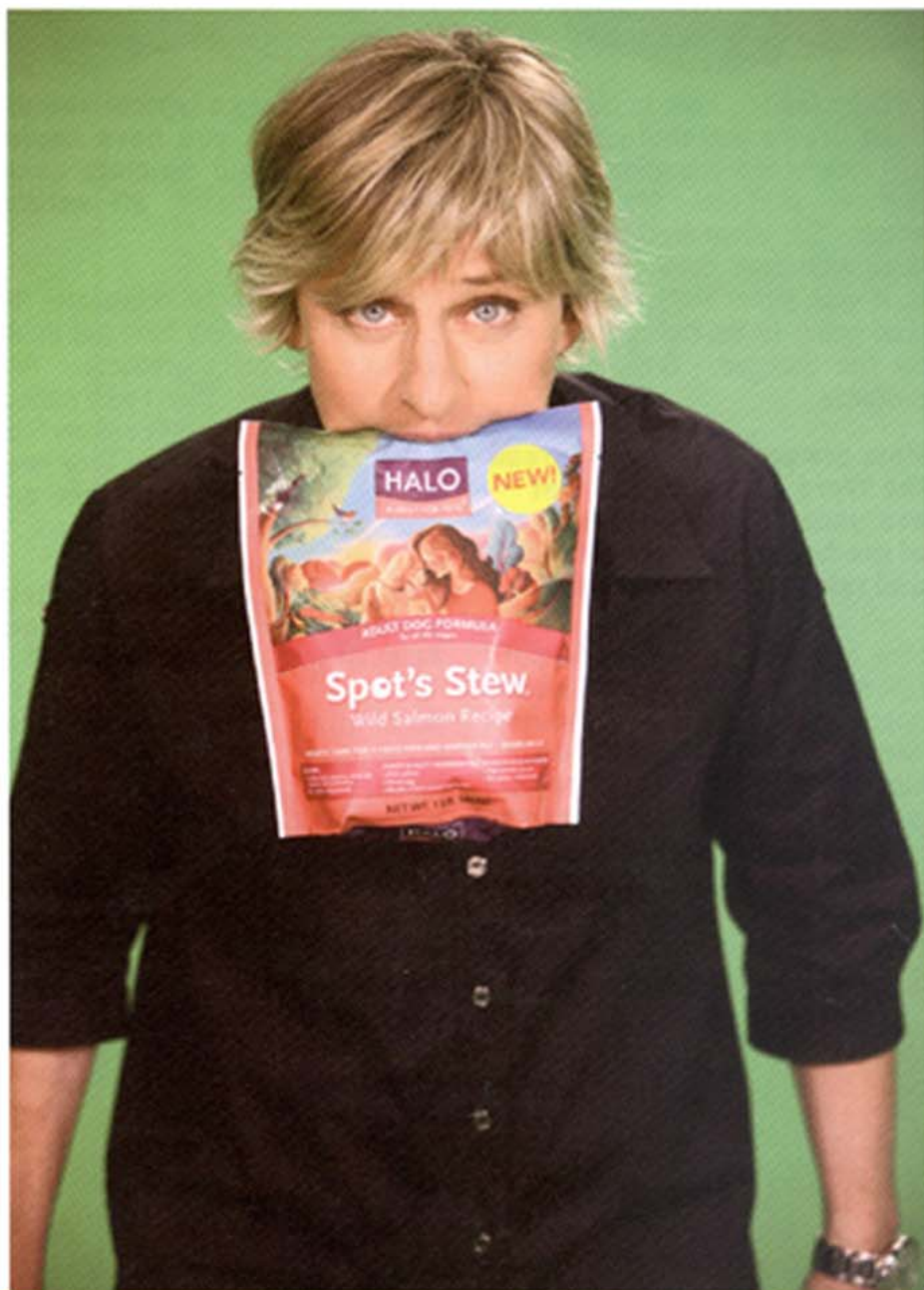
How many pets do you currently own, and what are their names, ages, breeds? Were they adopted or rescue animals and were you able to pick out their names?

Let's see. There's Wolf, he's a poodle mix and I rescued him from the streets of LA...he was in a gang. And, Mabel is our standard poodle - she's a lady, so I can't say her age. Chairman, Charlie and George are our cats. And like I said, Wolf was adopted, but I had all the rest naturally.

Tell our readers about your passion for helping animals, your dedication to animals and your motto for "If you're going to have pets you should treat them like you treat yourself"

I love animals and I'd do anything for my pets. I've always said, if I could be reincarnated as anything it'd be one of my pets.

Tell us about the HALO, Purely for Pets, product line and how you became involved with partnering and promoting this company.



“I'd been feeding Halo to my pets for years. It's the best stuff you can get- just look at the ingredients. ”

find the halo cares page to see more of what we're doing.

Please tell our readers about your experience on QVC talking about, selling and promoting HALO pet food.

Well, I don't know if ya'll know this but QVC is LIVE so anything could happen and I really had to watch my mouth. Cause those mother #*%#!ers really know how to sell the #*%#! outta *@#!#+ dog food. It was great to be able to get Halo to a group of people that maybe hadn't heard of it before. And I got to show off the new treats that my animals go crazy for. And just like all the Halo pet food, they're all natural. No rendered meats. No meat "meals." They're full of good stuff you can feel great about feeding your pets.

Lastly, here you can promote Halo Foods with the website, and where to go to sign up for the HALO newsletter, etc!

- First, you have to go to www.halopets.com and sign up for our free holistic pet care email newsletter! You'll get a nice gift as well just for signing up!

- Second, we are sending out fantastic information for passionate pet owners every single day through our blog, Facebook and Twitter. Sign up and connect with Halo to get daily information from Dr. Donna Spector (whom I love!), updates on what I'm doing for animals, inspiring rescue stories, pet care warnings and tips, and even coupons!

- Third, I'm sure you want to know where to find Halo! You can find your local retailer here: www.halopets.com/stores or you can shop online here: www.halopets.com/shop.



I'd been feeding Halo to my pets for years. It's the best stuff you can get- just look at the ingredients. There's nothing artificial. No rendered meats. So, when an opportunity to work with them came along, I took it. It was either Halo Pet food or I was going to be the spokesperson for the Snuggie. Both wonderful products.

How are you helping to Spread the Word about Halo so that everyone becomes more aware of the healthiest way to feed and take care of their pets?

How aren't I spreading the word! I talk about it on the show. I have a special page for it on my website. I Twitter about it. I facebook about. I blog about it. I myspaced- twice. I even went on QVC! I wrote a letter to the customers on halopets.com. I might hire someone to do some sky-writing. Who else has this kind of commitment to a product? Me and Suzanne Summers- that's it.

Please explain a typical healthy diet plan that you have implemented for your animals using the HALO holistic, all natural dog food.

My health plan is to incorporate the canned food, the dry food the treats and the grooming products. And that's just for me. Then I worry about the dogs. Dogs that only eat dry food can become dehydrated. They need the foods they'd find in nature- and that's all in Halo.

How have you been able to help promote HALO on your Television Show and beyond?

Because of the tough economic times we've been helping people with money and cars, but we've also been helping people support their pets. So we're giving dogs cars. No. We've donated Halo Pet Food to shelters... To Noah's Ark... To Best Friends... and to people that just need help caring for their animals. And you should check out the halo pets website and



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