



PRESS RELEASE

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For Immediate Release

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Canine Cruise LLC

CANINE CRUISE DONATES \$5,865 TO LOCAL ANIMAL CHARITIES

New York, NY - September 13, 2007 - Canine Cruise LLC donated a check in the amount of \$4,000 dollars to Animal Haven Soho on Wednesday. The \$4,000 dollar donation represents ticket sale proceeds from the 2nd Annual Canine Cruise that took place on Sunday, August 26, 2007.

While proceeds from ticket sales will benefit Animal Haven, Canine Cruisers also raised \$1,865 dollars for The Picasso Veterinary Fund. Over 25 premium prizes were donated and raffled off during the Canine Cruise event.

"The fact that dog lovers and their beloved pooches can have so much fun while, at the same time, doing good for less fortunate animals is a great accomplishment." said Rece Reid, Canine Cruise Founder and Executive Producer. Animal Haven's Executive Director, Marcello Forte said "The Canine Cruise was not only a fun event for those who attended but raised four thousand dollars for Animal Haven; much needed funds to help Animal Haven save lives."

Major sponsors and contributors to the fundraising raffle as well as program participants of the fun filled Canine Cruise Program included: Author and Dog Trainer Andrea Arden * Fifth Avenue Veterinary Associates * Author and Pet Expert Charlotte Reed * G.W. Little * Zukes * Pup-Peroni * PETaPOTTY * Stella & Chewy's * Dogswell * Vet's Choice * Doctors Foster and Smith * Modern Dog * Fido Friendly * Pet Flys * Tamar Geller (featured on Oprah) * Sexy Beast * Celltei * Boogie Tees * Trixie + Peanut * Ritzy Canine * Canadian company, Scoopies, and many more.

About Canine Cruise LLC

Founded in 2006, The Canine Cruise is a recreational event with a purpose for Small Dogs under 25 pounds and the people who love them. Small dogs and their owners cruise around the New York Harbor on a chartered Circle Line Yacht for a day of breathtaking skyline views and doggie-centric activities -- both fun and educational. Equally as important, the Canine Cruise is also about celebrating and supporting the efforts of local animal charities by donating proceeds from raffles and ticket sales. For more information, please go to www.caninecruise.com.

About Animal Haven Soho

Animal Haven's most recent location will offer a high-end pet boutique, adoption center, grooming salon, training facility and education center. Animal Haven has been finding homes for abandoned cats and dogs throughout the greater New York area and providing lifetime care to animals that can't be placed since 1967. For more information, please go to www.animalhavenshelter.org.

About The Picasso Veterinary Fund

The Picasso Veterinary Fund of the Mayor's Alliance for NYC's Animals provides financial assistance to help pay for extraordinary medical treatment for homeless animals taken in by Animal Care & Control of New York City (AC&C) and transferred to not-for-profit animal care groups participating in the Alliance for adoption. For more information, please go to www.animalallianceny.org/supportus/picasso.htm.

