



Press Release Contact Information:

Maura Donley
Donley Consulting
President
1140 Dunlin Court
Mechanicsburg, pa
USA, 17050
Voice: 717-574-5918
Fax: (866) 723-2506
E-Mail: [Email us Here](mailto:maura@donleyconsulting.com)

AUDITIONS NOW OPEN FOR CHARLOTTE WOOFERS

LMD Products, LLC looking for a few good dogs for the Charlotte Frozen Woofys Winter marketing campaign

/24-7PressRelease/ - HARRISBURG, PA, September 07, 2008 - Auditions are now taking place to select the top ten "Charlotte Woofers" for the Frozen Woofys Winter marketing campaign. Frozen Woofys are an all natural, organic frozen treat for dogs made by LMD Products, LLC. Interested canines should upload a picture at www.frozenwoofys.com/Charlotte-Woofers

"We expect some stiff competition," said Linda Myers Drei, President of LMD Products. "We've seen a lot of beautiful dogs in our travels around the Charlotte region and we anticipate a significant number of dogs in the audition."

Drei noted that the rules for the auditions are very simple:

1. No humans in the uploaded photos.
2. One dog per picture (multiple dogs from the same household may be entered.)
3. No clothing or dog accessories permitted. (dog collars allowed)

"Frozen Woofys are all natural," added Drei, "and so that's what we are looking for as we search high and low for our Charlotte Woofers." Dogs will be chosen on a neat and healthy appearance and their photo personality. All registrants must include their dog name, gender and breed as well as owner name and contact information.

Auditions run through September 12, 2008 and the selected Charlotte Woofers will be contacted during the week of September 15, 2008. All registrants must be available for a professional photo shoot on Saturday, September 27, 2008. The selected Charlotte Woofers will become a part of the Frozen Woofys Winter marketing campaign in the Charlotte Metro area.

For more information about Frozen Woofys and to audition your dog please visit: www.frozenwoofys.com. Frozen Woofys are available at the following Charlotte area locations:

Bark Street - the dog spa
3930 Park Road
Charlotte, NC 28209
704-525-9998
www.barkst.com

Frank & Pegs Fish and Pet Place
Starmount Plaza
6211 South Blvd.
Charlotte, NC 28217
704.553.1839
www.frankandpegs.com

MetroPaws
2029 South Tryon Street
Charlotte, NC 28203
704.574.1577
www.metro-paws.com

Pampered Pets Inn
2993 Charlotte Highway #21

Mooresville, NC 28117
 704.663.3733
 www.pamperedpetsinn.com

Pet Essentials
 7510-15A Pineville-Matthews Road
 Charlotte, NC 28226
 704.341.9936
 www.petessential.com

About Frozen Woofys

During the dog food scare of 2007, the inventors of Frozen Woofys , Linda and Mike Drei, started to really pay attention to what their beloved Border Collies were eating. They were amazed that so many products on the market had ingredients that were either processed or contained ingredients that the "common man" would never be able to recognize. They began giving their own puppies all natural products and soon Frozen Woofys was born. Frozen Woofys are organic, all natural frozen treats that are refreshing and nutritious! The perfect low fat frozen combination of real fruit and the refreshing cold that ice cubes offer. More importantly, the dogs LOVED them! For more information visit: www.frozenwoofys.com

About Donley Consulting

Donley Consulting is a corporate communications and public relations firm.

CONTACT: Maura Donley
 717.574.5918
 mauradonley@comcast.net