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Blue Dog Designs Launches Dog Walking Accessories For The Help 'Em™ Up Harness

*New Walking Handle, Walking Leash and Shoulder Strap Help Owners
Of Large Dogs Provide Even More Mobility for Their Aging or Recovering Pets*

DENVER, COLO, (January 20, 2014) – Blue Dog Designs has answered the call from customers to develop customized walking accessories for the Help 'Em Up™ Harness. The new Help 'Em Up Walking Handle, Help 'Em Up Walking Leash/Shoulder Strap provide additional walking assistance and extra leverage for owners of dogs using the Help 'Em Up Harness.

The customized accessories are made of two-inch nylon straps, comfortable neoprene padding, and reflective strips, with durable, poly-urethane handles and metal clips. The Walking Leash is adjustable and is used for walking, but also doubles as a shoulder strap for extra leverage when lifting and/or walking with bigger dogs. The handle, leash and shoulder strap attach to the Help 'Em Up Harness to help make walking and lifting larger dogs even easier.

“Our Help 'Em Up Harness customers are extremely loyal, so when we received the feedback that some customers had a hard time bending down and walking their dog using just the elevated handles, or needed extra leverage when lifting their dog with the handles, we knew it was time to help make the harness even more user-friendly,” said Cary Zimmerman, president of Blue Dog Designs and creator of the Help 'Em Up Harness. “Because many of these pets have different issues, the handle, leash and shoulder strap can all be hooked onto the harness in varying ways where the dog needs the most support.”

The Help 'Em Up Harness Walking Leash/Shoulder Strap accessories will come in two sizes: medium/large and extra-large to accompany dogs using the medium, large and extra-large Help 'Em Up Harness. The Help 'Em Up Walking Handle works well on all harness sizes and can attach to either the hip-lift handle to especially help dogs with hip issues (such as myelopathy), to

the front shoulder strap or both. The Walking Handle has a unique pivoting feature that allows the handle to swivel, providing greater maneuverability as a walking and lifting accessory for dogs.

Available February 2014, the Help ‘Em Up Walking Handle will retail for \$19.50, and the Help ‘Em Up Walking Leash/Shoulder Strap is \$24.50 for the Medium/Large and \$29.50 for the Extra-large.

The Help ‘Em Up Harness 9-point system is widely used by veterinarians and rehabilitation therapists as a mobility device to treat dogs recovering from surgery or those who require rehab. It’s a safe way to help lift pets and can be worn for long stretches of time. It’s designed to distribute weight over the large surfaces of the chest and hind quarters, and lifts comfortably from underneath the dog. It allows owners to help ease the pain of walking for some dogs by lifting the dog by the elevated handles where they are most affected. Owners with dogs suffering from cataracts or that are sight impaired use the harness as a guide to help steer them around obstacles and provide balance and safety.

About Blue Dog Designs

Blue Dog Designs was launched in 2008 with the original The Help ‘Em Up™ Harness, the first-ever full body lifting harness for dogs that can be worn for extended periods.

Ergonomically designed with soft comfortable padding and waterproof Neoprene, the harness has elevated handles for lifting and stabilizing, is adjustable to fit any size dog and machine washable. The harness is used by veterinarians post-surgery and with rehab, but also helps owners lift aging dogs up off the floor, up and down the stairs, or in and out of cars or boats.

For more information and a free brochure on the Help ‘Em Up™ Harness, visit

www.helpemup.com

**BOOTH # 1148 AT THE NORTH AMERICAN VETERINARY COMMUNITY (NAVC)
CONFERENCE 2014 AT ORLANDO WORLD CENTER MARRIOTT IN ORLANDO, FL.,
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Editor’s Note:

- Low-resolution photos of the new Help ‘Em Up Harness accessories are below. Digital, high-res photos are available via request.

