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**FOR IMMEDIATE RELEASE:**

## **Puppy Lovers Have a Place to Celebrate Valentine's Day**

*Birmingham, Alabama, February 4, 2008:* Those who are used to sitting home on Valentine's Day because their better half has four legs and barks now have a place to go this Valentine's Day.

**Generation Dog** in Downtown Homewood is hosting a **Valentine's Day Social** for people and their beloved dogs. The event will be held on **Thursday, February 14<sup>th</sup> at Generation Dog, located at 1825 B 29<sup>th</sup> Ave S in Homewood from 6 – 8pm.** Other sponsors of the event are **It's Just Lunch** Dating Service, **SoHo Sweets** and **Birmingham Magazine**.

Well-behaved pooches and the humans who love them are invited to come to meet other puppy lovers, indulge in decadent delights from SoHo Sweets, sample our special "Puppy Love Punch" and try to win fabulous door prizes. There will be plenty of puppy safe treats on hand for the canines and the first 25 attendees will receive special swag bags with goodies from our sponsors and select Generation Dog vendors, including Love Your Pet Bakery.

Anyone who fills out an It's Just Lunch profile at the event can receive 3 months free added to a membership to their premier dating service for busy professionals – and maybe they'll be traveling as a threesome next year! The event isn't just for singles though. All those who attend will receive a free subscription to Birmingham Magazine, and all will have the opportunity to have pictures made with their dogs in front of a festive Valentine's Themed Back-drop. All proceeds from the sale of pictures, as well as 10% of all Generation Dog boutique sales that night, will **benefit the Greater Birmingham Humane Society**.

Admission to the event is free of charge but you are asked to RSVP via email at [bark@generationdog.com](mailto:bark@generationdog.com), or by calling 205-870-5085.

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*Generation Dog, LLC operates a boutique at 1825 B 29<sup>th</sup> Ave South in Homewood, Alabama as well as an online store, the Rub-a-Dub Dog Bath House & Spa, which offers grooming, bathing and spa services, and Home Sweet Home Pet Care for in-home pet sitting. For more information, visit [www.generationdog.com](http://www.generationdog.com).*

*The Greater Birmingham Humane Society is a nonprofit organization in Birmingham, Alabama that has been serving abused and abandoned pets since 1883. The Greater Birmingham Humane Society was one of the first humane societies in the United States. Today the GBHS cares for over 8,500 animals a year and serves pets and people through various programs which include, but are not limited to, pet adoptions, animal cruelty prevention, and humane education.*