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DOG IS GOOD MAKES SUMMER BRIGHTER WITH NEW OUTDOOR DESIGNS

Los Alamitos, CA (June 25, 2018) - Dog is Good, an award winning dog lifestyle brand, creates and markets gifts, apparel, accessories, and home decor for dog lovers. They are proudly announcing the newest design additions to their ever-growing outdoor collection.



A women's design version of 'Never Drink Alone' joins the popular 'Never Alone' collection. Never Drink Alone is a top-selling sentiment across all product categories, and the men's version has become one of the most popular T-shirts in the company's entire inventory. The Adirondack chair motif gives the T-shirt design a seasonal, resort-wear look and feel to remind the dog lover to grab a drink and enjoy the magic of summer with Dog.

Camping with Dog continues to be a growing trend as more Americans are camping than ever before. Recognizing this, Dog is Good added the 'Never Camp Alone' women's v-neck T-shirt which complements the men's design - a perennial best-seller since its launch several years ago.

Produced by popular demand, Dog is Good also added a 'Never Hike Alone' tank top for women featuring a braided racerback style. No matter the location, this tank is perfect for exploring the outdoors with Dog during the summertime!

According to co-founder/co-owner Gila Kurtz, "the dog-loving demographic we serve loves to, as we say, 'Live Life with Dog'. Our outdoor collection celebrates this relationship with apparel and other products geared to outdoor activities."





Dog is Good now has 30 licensees, some of whom also have products supporting this collection. These will be on display in the Super Zoo New Products Showcase and include insect repellent for dogs, new T-shirt designs and stainless steel drinkware. Super Zoo is being held June 26-28th, 2018 at the Mandalay Bay Conference Center in Las Vegas, NV. Dog is Good will be exhibiting in booth #4635

Dog is Good Co-Founder Gila Kurtz will be in the booth to sign copies of her Amazon #1 International Bestseller, "Fur Covered Wisdom: A Dog Can Change The Way You See The World."

About Dog is Good

Now in their 10th year of business, Dog is Good continues to be the industry's leading brand for dog lovers. With their original art and messaging, the company creates apparel, gifts, accessories and home decor items which remind dog lovers how great it feels to "Live Life with Dog." The company sells primarily wholesale, and licensees extend the brand into thousands of additional storefronts with a broad array of products. Through their Dog is Good for Patriots program, the company aligns itself with non-profits which support both veterans and dogs. Currently, their beneficiary is Cammies and Canines. To learn more about the program and to support the Dog is Good for Patriots project, please visit www.dogisgood.com/patriots and www.cammiesandcaninessanctuary.org. For more information, visit <https://www.dogisgood.com> or contact Stephanie Schoniger at Stephanie@dogisgood.com. Retailers can contact DIG at 562.735.0219 or dogisgood.com/selldig.

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