



Contact:

Carl Milson

A Touch of Love® Inc.

705 687 4444

info@atouchoflove.ca

www.atouchoflove.ca

FOR IMMEDIATE RELEASE

“Blessing of the Pets” – September 25th, 2010

In the name of Francis of Assisi

In appreciation of the pets in our lives

(Gravenhurst, ON) **A Touch of Love® Inc.** announces the launch of a National TV Reality-Documentary Series. The Blessing of the Pets will mark the beginning of the first of a 20 half-hour series.

The ceremony will be performed in the name of St. Francis of Assisi by **Nancy Graham-Director from Thistledown**. This is also a charity event raising awareness to **“Helping Homeless Pets”**. Filming of this episode takes place at The Castle of Muskoka, and it is an open invitation to the public. Anyone interested in getting their pets blessed are welcome to participate and/or witness this event at 1015 North Morrison Road on September 25th – filming begins between the hours of 12pm and 4pm, either by land or by boat. This will be a beautiful event as Pets and families are dressed in formal attire and gather to witness the blessing of pets and a classical music performance by opera singer, Kristin Wilkes. Boaters are also encouraged to decorate their boats for a chance to win a prize. There will be a silent auction, from which the proceeds go to “Helping Homeless Pets” charity.

“It’s an exciting time for A Touch of Love®”, says Carl Milson the vice-president of the company, “Over the year we have accomplished a lot in finding new and unique ways to enhance the lives of our companion animals. Last year, we filmed 42 interstitials called “Pawzzz for Health Tips”, and it was a great success. This year we are filming a brand new series with a twist to it. This is not your regular TV show. It’s fun, informative and it involves the participation of at least one pet charity in each episode.

###

STAY TUNED.....A Touch of Love® - Production of Can You Cut IT! Casting Call – November 2010

About A Touch of Love® Inc. www.atouchoflove.ca

“Healing Your Pet’s Body, Mind & Spirit®”

A multi-faceted, International Corporation dedicated in providing elite services and products for pets. Founded in 1984, Shane and Carl have brought A Touch of Love® from grooming and styling with leading edge Holistic Techniques and Physiotherapies, to Manufacturing their own natural pet care product line. Now expanding to a multi-media production corporation. The corporation is now working towards partnering with different pet charities and bringing new meanings to pet care.

About Helping Homeless Pets: www.helpinghomelesspets.com

“Helping Homeless Pets” is a non-profit organization created in November 2006 to help pets needing new homes, by directly supporting pet welfare groups. We currently have 35 member organizations, all working together to help homeless pets and to prevent future homeless pets. Sadly, pets can become homeless for a variety of reasons, including a change in relationship status, owner illness or death, moving house, behavioural issues, abuse, neglect or lack of financial resource. Rescue organizations help alleviate the immense strain on shelters by taking in animals which require special attention and those which do not adjust well to shelter conditions, or by accepting surrendered animals directly from the public. Together we can make a difference!