

## FACT SHEET



**What?** A line of 100% pima cotton, individually-hand-screenprinted, ass-kickingly awesome tees made – and worn – in support of no-kill animal rescue. And in support of being a ridiculously proud dog-mom. The launch collection includes: *Fairy Dogmother*, *Mom-of-a-Bitch*, *Ghetto Stud's Mama*, *DogMom: the new milf*, and the limited-edition, *One giant leap for dogkind*.

**Who?** For (human) dog-moms. Even if she has (human) kids, her dog is very much part of the family. She is irritated that dog-mom paraphernalia is typically teeming with tacky and lacking in style. While she may not actively support animal rescue, the fact that partial proceeds from every tee sold go to TheFleasKneesFund pleases her.

**Why?** When it comes to pet ownership, countless animals draw the short stick and end up with twits for owners. Subjected to abuse, malnutrition, or being carted around like a tote until the next dog-du-jour comes along, these animals often lead pathetic lives. As responsible dog-moms, it is up to us to act on behalf of these little dudes. **That's why partial proceeds from every tee sold go to TheFleasKneesFund.** Twice annually, these funds are handed over to help support the work of animal rescue groups.

**Where?** Available exclusively at [TheFleasKneesTees.com](http://TheFleasKneesTees.com)

**When?** TheFleasKneesTees.com launched Fall 2007.

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