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Magazine profiles Carmel Web site

Submitted by Leslie May

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Carmel-based www.JohannTheDog.com, a Web site offering dog specialty items, is featured in this month's issue of The Bark magazine.

The article in the Berkeley, Calif.-based magazine is headlined "Doggone Great Ideas for the Holidays" and profiles online dog specialty stores and highlights holiday gift-giving ideas for pets.

The article, written by Lee Harrington, is in the November/December issue.

The Web site began in fall 2005. Goods range from dog beds, foods and treats and collars and leashes. Ten percent of proceeds from a new line of JohannTheDog.com shirts will go to Central Indiana dog rescue efforts.

The site was inspired by May's dog, Johann, which came from the Southside Animal Shelter in 2004 at 12 weeks of age. Johann is an agility dog and sheep-herding wannabe.

Leslie May is president of May Marketing Inc. Contact May at leslie@johannthedog.com and (317) 815-1264.

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