

Who we are and why we do it

Just recently, I was reminded that the concept of giving something freely is not easily grasped by some people. This was brought home to me when a friend decided to offer his '98 Daewoo car away free to someone in need. Unable to sell it on eBay for a small sum, he decided that it would be offered throughout our friend network to anyone that would benefit from a free car with just on 70 thousand Ks on the clock. There was a preference for it to go to charity or someone who would benefit from this—someone who couldn't afford a car but could pay for its running costs. A little car that could make a difference in someone's life that probably needed something positive to come his or her way.

It turned into an interesting exercise as many people (mostly strangers) put their cases forward and the reasons they would like a free car. Curiously, many wanted to know "what the catch" was. Simply put, there wasn't one. My friend had no need of this little run-about and merely didn't want to have it sitting in a suburban street while he incurred on-road costs and the car languished unused. Better to find it a deserving home than have council haul it away or it be vandalised.

I was reminded of when I started this magazine six years ago. Many of the initial deliveries I made personally to various vet clinics and pet stores. There was great confusion as I explained that the magazine was free to the outlets and therefore free to their customers, clients and visitors. There must have been some kind of catch—surely we would start charging people, surely there was some hidden agenda or perhaps some nasty, large conglomerate that wanted to infiltrate innocent pet owners owned us.

It was a hard concept for many people to understand. Here we were, a little independent publishing company that produced a quality magazine for pet lovers for free! We had hardly any advertisers back then, just a handful of people and small companies that understood the idea and supported us. And what great support they've been. Without them we wouldn't be able to let our readers know that there are rescue shelters in need; that there are animal based charities that are doing great work within our community; that there are some great pet products on the market that make our lives easier or that there are progressive training methods that get the best out of your pet.

But perhaps the best message we can bring to people who routinely pick up our magazine is that pets enhance our lives and give us so much for so little. Our pets are the ones that really can teach us about giving something so great, so freely—unconditional love.

Footnote: The little Daewoo went to a great home. Someone who had been hit with hard times and needed it to get from A to B so she could keep up with her studies.

Lisa Treen – Urban Animal Editor



12

TABLE OF CONTENTS

FEATURES

10 Probiotics & Enzymes for inner health

12 For the Love of a Cat

16 Pet Love – Online Dating

18 Last Night a Doggie Saved My Life

26 Great Sydney Dog Walks

29 Leader of the Pack

34 Breed Specific Rescue

37 Through a Dogs Eyes

38 Inside the Global Pet Expo

41 Bird!



26



34

REGULAR COLUMNS

3 Editor's message

4 Tidbits

6 Cuisine de Critters

22 Internet Interpet

24 Creature Comforts

30 Come Sit Stay

33 Sit Happens with Trudi Thorpe

43 Three Vet Pets

46 Miss Petiquette



6



41



30

So you want to be the Master of Ceremonies, Scooter?

Scooter's demanding a raise. We think he's barking mad. If we don't oblige, he's threatening to run off and join the circus!

Subscribe to Urban Animal before Scooter runs off to join the Circus.

Yes! I would like a 1 year subscription and to stop Scooter offering his services as a doggie cannon ball. **\$20**

Yes! I would love to give that special someone a 1 year subscription starting September 1, 2010. **\$20**

Yes! I wish to purchase the following back issues of Urban Animal for **\$5 each**:

- | | |
|-----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> #22 (Mar 2009) | <input type="checkbox"/> #13 (Nov 2007) |
| <input type="checkbox"/> #21 (Nov 2009) | <input type="checkbox"/> #11 (May 2007) |
| <input type="checkbox"/> #20 (Aug 2009) | <input type="checkbox"/> #10 (Feb 2007) |
| <input type="checkbox"/> #19 (May 2009) | <input type="checkbox"/> #9 (Nov 2006) |
| <input type="checkbox"/> #18 (Feb 2009) | <input type="checkbox"/> #8 (Aug 2006) |
| <input type="checkbox"/> #17 (Nov 2008) | <input type="checkbox"/> #7 (May 2006) |
| <input type="checkbox"/> #16 (Aug 2008) | <input type="checkbox"/> #6 (Feb 2006) |
| <input type="checkbox"/> #15 (May 2008) | <input type="checkbox"/> #5 (Oct 2005) |
| <input type="checkbox"/> #14 (Feb 2008) | <input type="checkbox"/> #4 (July 2005) |



Photo by Animax

✂

Total amount enclosed (subscription and/or back issues).....

Where did you first encounter Urban Animal?

Your name.....

Your address

State.....Postcode.....

Phone (in case we need to reach you).....

This is a gift for.....

Their address is

State

Your message to them.....

Credit card Mastercard Visa Card #

Expiry Date.....CCV #

Complete this form & mail it with credit card details or a cheque to 20 Hordern Street, Newtown NSW 2042