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February 20, 2014

Chuck Matthews
Deputy Director, HHSA
County of San Diego
1701 Mission Avenue
Oceanside, CA 92058

Dear Mr. Matthews:

It is with pleasure that I reach out to let you know that Dirty Dogs, North County's healthy pet destination, supports the County of San Diego's *Live Well San Diego* initiative both fundamentally and in our daily practice.

As a family owned and operated business that specializes in healthy pet food, self-serve dog washing, and natural pet grooming, we not only thrive on providing healthy services to dogs but also focus on creating positive experiences for San Diego pet owners and their pets. Dirty Dogs aligns with the *Live Well San Diego* initiative by supporting positive pet-owning experiences that can help reduce stress and increase physical activity, encouraging a culture of workplace wellbeing in our stores, and committing to serve our community by hosting community events for pet-owners, supporting local fundraisers, and partnering with non-profit organizations to help homeless animals. Here are some examples of how our business aligns with *Live Well San Diego* priorities:

We Maintain a Healthy Environment for San Diegans (two- and four-legged):

- We provide self-serve dog washing and encourage our customers to cherish bath time as an opportunity to connect with their pet.
- We are one of the only professional groomers in San Diego to offer 100% cage-free grooming facilities, which means less stress on your pet!
- We specialize in healthy pet foods made in the USA, Canada and New Zealand and we ensure that our pet foods never contain the common allergens corn, wheat and soy.

We Encourage Worksite Wellbeing:

- Dirty Dogs has been family owned and operated since we first opened our doors in 2008. The owners are in the stores daily and have an active relationship with the staff.
- Dirty Dogs offers competitive wages and medical benefits for full-time employees (a rare offering for businesses our size).

- Dirty Dogs pays for our groomers to attend annual grooming competitions and seminars to ensure that we are offering safe, top-notch styling to our customer's pets and to boost our groomer's self-confidence by encouraging them to value their work.
- Dirty Dogs employees receive significant store discounts to ensure they can use the healthiest products for their own pets.
- Dirty Dogs provides paid time-off for our full-time groomers to encourage work/life balance.

We Help the Local Community Thrive:

- We support local San Diego companies and offer products made by local people.
- We partner with local non-profits and rescue organizations to improve the lives of homeless animals in San Diego. Over the 2013 holiday season we embarked on a pet food drive that raised 3,500 pounds of pet food for the Rancho Coastal Humane Society in Encinitas. Watch the video: <http://dirtydogsandmeow.com/blog/dirty-dogs-donates-3500-pounds-of-pet-food-to-rancho-coastal-humane-society/>
- We host dog-friendly events at our stores and at local dog-friendly destinations to encourage pet-friendly socializing for North County pet owners.
- We host dog wash fundraisers which help local groups and non-profits raise money for their causes by washing dogs in our facilities. Our trained staff helps build confidence in younger children by teaching them how to work with animals in safe and healthy ways. Learn more here: <http://www.dirtydogsandmeow.com/fundraisers.php>
- In the spirit of partnership through *Live Well San Diego*, we are interested in finding new ways of being involved with other County programs and services including the work of the Department of Animal Services.

We look forward to continuing to contribute to the healthy, safe and thriving communities of pet owners and pet lovers in San Diego.

Sincerely,



Riley Bandy
Marketing Director, Partner
Dirty Dogs