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FOR IMMEDIATE RELEASE

Land of Paws to launch new product line benefiting Back in the Swing

Overland Park, KS (September 3, 2010) –Land of Paws and the nonprofit organization, Back in the Swing, are pleased to announce the launch of Molly’s Paws, an exclusive collection of one-of-a-kind designed pet products developed to honor our faithful animal friends who comfort us when we need it most.

To kick off the launch of this beloved collection, there will be a Preview Party on Thursday, September 30, 2010 from 6-8pm at Land of Paws located at 135th and Metcalf Avenue. Guests will be the first to see and own Molly’s Paws products, which will include collars, leashes, toys and treats for their pets. Guests will also enjoy baby cakes provided by Three Women and an Oven, while shopping for their pets! 20% of all purchases made during the party will be donated to Back in the Swing.

Molly’s Paws will launch nationally on Friday, October 1st, 2010 and will be available for sale at all three Kansas City Land of Paws locations as well as online at www.landofpaws.com

Barbara Unell, founder of *Back in the Swing USA*, and her love for her sweet West Highland Terrier, Molly, inspired the collection. Molly’s unconditional love and loyal companionship during Barbara’s breast cancer treatment encouraged her recovery and renewed zest for life. The friendly spirit of Molly, the mascot of *Back in the Swing USA*, lives on through this cheerful pet collection.

The owners of Land of Paws were honored to create a line of pet products to pay tribute to Molly and the remarkable healing power our pets give us. After years in the pet industry, Land of Paws realized what a remarkable connection Molly’s Paws could be for those getting ‘back in the swing.’

A portion of the sales of each Molly’s Paws product will help protect and improve the lives of breast cancer survivors through education, research and clinical care.

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