



COMPANY OVERVIEW

Designed by one of the leading fitness innovators in the nation, Michelle Van Otten, in conjunction with national, multiple award-winning, Master Certified Results Coach, Kelly O’Neil, **BOW WOW BOOTCAMP!** is dedicated to the promotion of canine health and fitness, as well as human fitness, through the creation of comprehensive, easy-to-follow, fitness programs that can be used by anybody at any level of fitness ability to achieve superior health, lose weight, increase vitality, and improve one’s overall sense of well being.

In addition to LIVE programs, **BOW WOW BOOTCAMP!** has produced the first veterinary-recommended, Audio Fitness Program in the country that simultaneously provides a safe and strategic fitness workout for pooches and their pet humans alike. Designed for busy professionals and dog enthusiasts who would love to spend more quality time with their dogs while gaining a higher level of fitness, Bow Wow Bootcamp is like having a portable fitness trainer right at your side and at a fraction of the cost.

BOW WOW BOOTCAMP! is endorsed by Dr. Kevin Sheehy, a veterinarian in Los Gatos, California, who observes that 80% of the dogs seen in his practice are seriously overweight. With the increasing number of dogs in America who have joined their human counterparts in becoming overweight, the need for dog exercise has never been greater.

To this end, **BOW WOW BOOTCAMP!** founded “National Canine Health and Fitness Day” (October 1), to promote the idea that dog owners need to get their dogs – who are often confined indoors or to a back yard – out into the great outdoors where all of their senses can be stimulated. In addition to bringing to awareness the need for proper dog exercise, National Canine Health and Fitness Day also draws public attention to the need for proper nutrition to foster a dog’s health.



A portion of all proceeds are donated to support numerous, animal non-profit agencies, such as the Humane Society.

