



UTOPIA COMMUNICATIONS, Inc.  
Changing the world, one client at a time.

## PR Goes to the Dogs

### Dog Heroes of September 11th by Nona Kilgore Baure Bowtie Press

**The Challenge:** Bowtie Press (publishers of Cat Fancy Magazine, Dog Fancy Magazine and other publications related to pets) needed a strong public relations partner to assist with the marketing push of its latest book, Dog Heroes of September 11th. To ensure strong initial sales of the book, the launch was scheduled to coincide with the fifth anniversary of the tragedy.

**The Gameplan:** Utopia Communications worked with Bowtie to link the launch with a fundraising/CSR campaign to benefit the National Disaster Search Dog Foundation. We then arranged a national media tour for author Nona Kilgore Bauer. To bring the book to life and add a strong human element, we secured the cooperation of two leading dog handlers and their dogs (all of whom were rescue workers on site during 9/11) and they accompanied Ms. Bauer to her media appointments, making for highly dynamic segments.

**The Results:** Despite the clutter of the anniversary, our ability to offer a unique angle, dynamic spokespeople (and dogs), and a charitable tie in gave us a competitive advantage that resulted in segments on The Today Show, Fox & Friends, Book TV, CW11 Morning Show, Good Day New York, as well as published items in the NY Post, Daily News, Time Out NY, and many others throughout the country. According to Bowtie press, it was one of their most successful book launches to date.



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