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### Contact:

Deborah J. Halbert, Big Dawg Communications

(707) 484-8968

Email: [deborah@bigdawgcommunications.net](mailto:deborah@bigdawgcommunications.net)

# Dog Talk Diva® Announces Product Launch Targeted to Women at Global Pet Expo Trade Show

(Petaluma, CA, February 8, 2012)—Camilla Gray-Nelson, also known by her witty online personae Dog Talk Diva™, announced today that she will unveil a new product line of the same name at Global Pet Expo 2012, February 29-March 2, in Orlando FL. The Dog Talk Diva line of products is targeted to the unique challenges women face in the training and management of the family dog.

According to the 2011 APPA Pet Products Trend Report, U.S. households are increasingly bestowing the dog of the house with full family privileges. They travel with the family, wear designer brands and frequently use high tech and eco-friendly toys. But with these additional privileges often come increased expectations regarding behavior and training—the responsibility for which rests primarily with the woman of the house.

“Throughout my career, women have sought my help in getting the family dog under control. Most often it’s well-intended but ineffectual methods of training (relying on physical strength, bravado or endless cookies) that leads them to me. With my new line of Dog Talk Diva products, I feel I can finally provide women with the kind of tools they need to be more successful. These products reflect my core belief in calm power and leadership and continuing commitment to help all women become leaders with their dog.”

Product offerings include the humorously titled “What Did Mama Say” follow-through tab and “Coming Mother” recall cord among others. Retail prices for the line range from \$8.50 to \$24.99 per unit and will be available at pet product retailers beginning April, 2012.

Gray-Nelson added, “We’re delighted to debut these products at Global Pet Expo precisely because this is where industry trends are showcased. We think our products are positioned perfectly to meet the needs of female consumers everywhere.”

Media and buyers attending the show can visit Dog Talk Diva at **Booth 3272**.

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### About Dog Talk Diva®

Camilla Gray-Nelson known also as the Dog Talk Diva® has over 20 years of experience training dogs and their people. She owns and operates the Dairydell Doggie Dude Ranch and Training Center in Petaluma, California and is author of the soon to be released “Lipstick And The Leash—Dog Training A Woman’s Way” (March, 2012 / Double Dove Press). When not training or writing about dogs, Camilla can be found with her husband Kurt, and the numerous animals that reside on their Dairydell Ranch in the heart of beautiful Sonoma wine country.

Dog Talk Diva is a subsidiary of Dairydell Inc.  
For more information visit: [www.dogtalkdiva.com](http://www.dogtalkdiva.com)

## *Dog Training A Woman’s Way*



**Camilla Gray-Nelson**  
Dog Talk Diva  
PO 751378  
Petaluma CA 94975

**Ph:** (707) 781-6887  
**Fx:** (707) 773-3363

**Online at:**  
[dogtalkdiva.com](http://dogtalkdiva.com)  
[dairydell.com](http://dairydell.com)

**Email**  
[camilla@dogtalkdiva.com](mailto:camilla@dogtalkdiva.com)