



"Alfie is absolutely adorable, and he is such a good guy ... He is thoughtful, kind and has a great sense of humor Congratulations and all the best of success with this dear book." – *Betty White, Emmy Award-winning actress, pet lover and animal welfare activist*

FOR IMMEDIATE RELEASE
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ALFIE & COMPANY TOUR EAST VALLEY TO AID ANIMALS IN NEED

CHANDLER, AZ (Oct. 21, 2007) - To prepare for his Bark Mitzvah, Alfie, the kindly pup of *Alfie's Bark Mitzvah*, joins his human friends Shari Cohen, author of *Alfie's Bark Mitzvah*, and renowned Cantor Marcelo Gindlin, featured on the book's accompanying CD, for mitzvah projects at four East Valley locations over a two-day span. In keeping with the *Mitzvah* theme (doing good deeds), Alfie embarks on his grueling schedule to raise awareness of the need for pet supplies for shelters and funds for the PETCO Foundation.

While children visit with Alfie (costume character) parents can purchase a copy of *Alfie's Bark Mitzvah* and have it signed by Cohen and Gindlin. Five Star Publications donates 10 percent of book sales made during each event to the PETCO Foundation, a nonprofit organization that supports community organizations and efforts that enhance the lives of companion animals. All events are free; however, donations of nonperishable pet food and other pet supplies are greatly appreciated.



The first stop on Alfie's circuit is Temple Beth Shalom at 3400 N. Dobson Road in Chandler. From 10:45 a.m. to noon on Nov. 18, all faiths are welcome to meet Alfie's brood, listen to Cohen read from her book and Cantor Marcelo sing songs from the CD. Parents are encouraged to bring their cameras to snap photos of their children with Alfie.



Next, Alfie appears at the Chandler PETCO, 1860 W. Chandler Blvd, from 1 to 3 p.m. on Nov. 18. At this location only, a professional photographer snaps shots of children with Alfie, with all photo proceeds going to the PETCO Foundation. There will be songs, pet adoptions and free puppy treats.



From 5 to 7 p.m. on Nov. 18, Alfie and his entourage appear at Young Chefs Academy at 16597 N. 92nd Ave. in Scottsdale. In addition to entertainment by Cohen and Gindlin, children from the Young Chefs Academy will prepare in advance healthy snacks to be served to visitors during the evening and pet treats to take home. Parents are invited to bring their cameras to snap photos of their children with Alfie.



Finally, from 6 to 7:30 p.m. on Nov. 19, Alfie, Cohen and Cantor Marcelo appear at Barnes & Nobles at 2000 E. Rio Salado Parkway in Tempe. Parents are reminded to bring cameras.

To learn more about *Alfie's Bark Mitzvah*, access www.alfiesbarkmitzvah.com. Photos: High-Res JPEGs of Cohen, Gindlin, Alfie and the book cover are available by request.