



Christopher and
Dana Reeve Foundation
Go Forward.

For Immediate Release:

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**CHRISTOPHER AND DANA REEVE FOUNDATION RECEIVES A \$10,000 GRANT
FROM THE PLANET DOG FOUNDATION**
Grant matched a Quality of Life Grant to fund the Paws for Purple Hearts program

SHORT HILLS, N.J. – July 28, 2008 – The Christopher and Dana Reeve Foundation announced today that the Planet Dog Foundation, which promotes and celebrates programs in which dogs serve and support their best friends, matched a \$10,000 Quality of Life grant for a total award of \$20,000 to the Bonnie Bergin Assistance Dog Institute in Santa Rosa, CA. Created by the late Dana Reeve, Quality of Life grants are awarded twice a year to organizations that improve the day-to-day quality of life for people living with paralysis. Since inception of the program in 1999, a total of 1,454 grants have been awarded, totaling nearly \$12 million. The Bonnie Bergin Assistance Dog Institute is one of nearly 100 organizations to receive funding in 2008's first grant cycle.

The Planet Dog Foundation (PDF) strives to support worthy organizations through a grant-making program designed to financially support 501(c) (3) not-for-profit partners nationwide. The goal of their grant program is to fund new and proven initiatives that bring people and pets together for mutual benefit and support. PDF's \$10,000 matching grant to Bonnie Bergin Assistance Dog Institute will help the Reeve Foundation fund Paws for Purple Hearts, a project that uses instruction in service dog training as a therapeutic intervention for returning Wounded Warriors that are suffering from post-traumatic stress disorder. The trained service dogs are then placed with other returned military men and women who have sustained paraplegia or quadriplegia as a result of combat.

"Dana Reeve was inspired by the work of organizations that are dedicated to improving the quality of life for people living with disabilities. The Christopher and Dana Reeve Foundation carries on her mission to recognize and reward these unsung heroes for their programs that significantly impact and improve various aspects of peoples' lives," said Peter T. Wilderotter, president and CEO of the Reeve Foundation. "The Planet Dog Foundation shares the Reeve Foundation's passion to enable people, especially our soldiers, to overcome disabilities and challenges, and their generous donation to the Quality of Life grants program will aid those that need it most."

The ultimate goal of the Paws for Purple Hearts program is to create a national network to serve veterans with disabilities across the entire country. The Paws for Purple Hearts program is a cooperative project between Assistance Dog Institute and veterans hospitals and rehabilitation centers. The pilot program is being established at the Walter Reed Medical Center.

The Reeve Foundation's Quality of Life grants are awarded in 3 categories, Actively Achieving, Bridging Barriers, Caring and Coping, and fund programs across the globe that help people with paralysis become more fully integrated members of society. Some of the grants are funded through a cooperative agreement with the Centers for Disease Control and Prevention (Cooperative Agreement number 1U59DD000338).

About the Reeve Foundation

The Christopher and Dana Reeve Foundation is dedicated to curing spinal cord injury by funding innovative research, and improving the quality of life for people living with paralysis through grants, information and advocacy. For more information, and to review the entire list of Quality of Life grant recipients, please visit our website at www.ChristopherReeve.org or call 800-225-0292.

About the Planet Dog Foundation

The Planet Dog Foundation is the charitable arm of Planet Dog, a values-led, globally recognized designer and developer of innovative, high-quality and award-winning dog products. Funded through a percentage of Planet Dog sales, PDF provides cash grants to a variety of canine service programs in which dogs work to serve and support their best friends. Funding is allocated to those non-profit organizations training and providing service dogs, therapy dogs, canine search & rescue, police, fire & military dogs, and other innovative canine service initiatives. Funding for the Paws for Purple Hearts program, in conjunction with the Reeve Foundation, continues a focus on helping programs to enable wounded combat veterans to achieve and maintain independence after service. PDF has also supported the development of an alternative style of dog harness designed with the needs of soldiers and veterans in mind, as well as therapy dog visitation programs centered at Walter Reed Medical Center. For more information, visit www.planetdogfoundation.org or call 207-761-1515.

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