 

December 17, 2013

FOR IMMEDIATE RELEASE

Contact: Ron Charles
info@schmittytheweatherdog.com

CHILDREN'S AUTHOR & HER DOG APPEAR AT HOLIDAY BOOK SIGNING

NEW YORK, NY - Schmitty the Weather Dog and children's author, Elly McGuire, will appear at Lee's Art Shop on West 57th Street from 6 pm to 8 pm on Thursday, December 19 to read their book, *Schmitty the Weather Dog: Daydream*. They also will be giving autographs and pawtographs to fans.

Joining McGuire and her furry muse will be Meteorologist Ron Trotta, who bears a striking resemblance to the main human character in *Schmitty the Weather Dog: Daydream*. Meteorologist Ron and Schmitty inspired McGuire to relate the story of a persistent pooch who overcomes obstacles to help her two-legged dad pursue his dream of being a meteorologist. As in the book, Meteorologist Ron's weather forecasts - or pawcasts as they call them - are more accurate with Schmitty's help.

"She shows us all that no matter what your size or breed, you can do anything you put your mind to and that you are only limited by your imagination," said McGuire, adding that she hopes the book promotes a love of science among children.

In addition to hosting this special holiday appearance from McGuire and her pooch, Lee's Art Shop will feature Schmitty the Weather Dog's signature fashions, previously available online only, on the first floor of their store. Leashes, collars and harnesses - as well as the book *Schmitty the Weather Dog: Daydream*, which features these items - will be prominently displayed at the store along with other items for dog lovers.

Lee's, a family-owned business since 1951, sells art supplies, kids' creative gifts, custom framing and more.

Schmitty has appeared on The Ellen Show and Access Hollywood and has starred in many YouTube weather "pawcasts." She was the inspiration and model for New Yorkie Greetings, a line of greeting cards created to raise money for the Uniformed Firefighters Association Scholarship Fund, a fund for fallen firefighter and their families. She also is the spokesmodel for The New Yorkie Store, an online store offering people and pet fashions, which donates to the Angel on a Leash Foundation. Also, a portion of the proceeds from her book, *Schmitty the Weather Dog: Daydream* will be donated to Angle On A Leash, a foundation that sets up programs to train dogs to go into hospitals and institutions to bring smiles to those in need.

To learn more about Schmitty, go to her website at www.schmittytheweatherdog.com to see her blog and links to her Facebook, Twitter and YouTube accounts.

-- end --