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FOR IMMEDIATE RELEASE

Schmitty The Weather Dog Pawcasts The Weather For Westminster Dog Show

NEW YORK, NY (February 13, 2015) – With this winter being one of the snowiest on record, a four-pound Yorkshire terrier is the go to weather guru for travelers coming to this week's Westminster Kennel Club Dog Show in New York City. Schmitty The Weather Dog, along with Meteorologist Ron Trotta are the weather team for Westminster, and their weather videos, shot at famous locations around New York City, are must see TV for the dog loving crowd.

Team Schmitty The Weather Dog is not out to compete with network and 24 hour weather TV, but judging by their popularity, there is room for informative and kitschy reports in the world of weather. With just under 500 weather "pawcasts" on their You Tube channel, Meteorologist Ron, who has consulted on major weather stories for network news broadcasts, is proud of the accuracy of the Schmitty The Weather Dog weather pawcasts, as well as their entertaining travel tips on what to pack, with the occasional tourist factoid thrown in for folks bringing their champion dogs to New York City.

"I'm living the dream, translating the weather for Schmitty The Weather Dog," says Trotta. "Schmitty's fans love her quick witted comments and how she picks on me in her thought bubbles. Plus, there's no reason that an accurate weather forecast can't be fun and entertaining too.

When not "pawcasting" the weather around NYC and for special events, Schmitty The Weather Dog and Meteorologist Ron bring science and weather to students in schools all around the country. Together with Elly McGuire, Trotta's forever fiance' and author of the Schmitty The Weather Dog: Daydream children's book, they have created the *Schmitty The Weather Dog Weather/Science Assembly*, a fun and educational STEM (science, technology, engineering, and math) enrichment program. Principals and teachers alike are delighted that Schmitty The Weather Dog is helping to motivate students to study STEM subjects thru literacy and music, but have remarked that they just wish that after the assembly, their students would finally stop singing the Schmitty The Weather Dog's theme song.

Schmitty The Westher Dog will be shaking paws and pawcasting the weather at the Westminster Kennel Club Dog Show on Monday, Feb 16th and Tuesday, Feb 17th and at the 2nd Annual Masters Agility Championship on Saturday, Feb 14th.

For this year's Westminster weather pawcasts go to
<http://www.westminsterkennelclub.org/2015/show/news/weather.html>

For more information, blogs, pics and reviews go to www.SchmittyTheWeatherDog.com and to schedule an interview call Mary Ellen at 646-812-4034.