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Purple People and Author Susan Faith Team with PETCO!

Local publisher Purple People Incorporated and award-winning author Susan Faith are teaming with PETCO nationally to raise funds for PETCO's "Tree of Hope."

Susan Faith will be appearing in Arizona PETCO stores on Saturday, December 11 from 11am – 3pm at the PETCO in Prescott at 1931 East Hwy. 69 and on Saturday, December 18 from 11pm – 4pm at the PETCO at the Metro Center at 2784 W. Peoria Avenue in Phoenix.

Purple People promotes the concept of equality among all humans and the respect of all living creatures. The publication of Susan Faith's second book, "Purple Puppy" has allowed Purple People to raise more funds for various organizations including the Humane Society of Sedona and other animal shelters state-wide. According to VP of Production for Purple People, Tami Pivnick, "Part of our proceeds of each of Purple People's books are donated to charities to benefit children, animals and the environment."

"I am very excited to be part of a national fundraising campaign which will enable my books and our purple products to help animals in need," stated Author Susan Faith. "Animals are not rented or borrowed, they are with us for life and we need to care for our own as well as those in need of homes."

According to its website, in 2003 PETCO Foundation's "Tree of Hope" campaign raised more than \$2million for animal welfare organizations. This year's campaign runs from November 21 through December 24, 2004 and with the generosity of customers, vendors and associates of PETCO, 2004 will hopefully exceed the 2003 campaign.

Author Susan Faith will be appearing nationally at PETCO stores signing copies of her newly released, "Purple Puppy," and award-winning "Purple Love" with proceeds to benefit "Tree of Hope." In addition to Purple People donating proceeds from the books and the "I'm a Purple Person, Are You?" and "I'm a Purple Puppy, Are You?" purple products, all of the books and products may be purchased at a discount for those making additional contributions to "Tree of Hope."

Each PETCO store selects an animal welfare organization to be the recipient of the money raised in that store. In addition, a portion of the funds go into a regional pool to be used by animal welfare groups throughout the year. "Tree of Hope" funds are used for adoption programs, spay/neuter campaigns and other animal health related causes.

"Purple Puppy" has been endorsed by local and national organizations, veterinarians and major publishers. "B" Skielvig, the Director of the Humane Society of Sedona said, ". . . *"My five year-old great niece loved it! "Purple Puppy" teaches children compassion and responsibility towards pets. I recommend this book to any family considering adopting a new canine companion. This is a wonderful book that succeeds in teaching respect for all living beings.*" Jack Canfield, co-author of the "Chicken Soup" series stated, *"This is a heartwarming and beautifully told story that will touch the heart and soul of every animal lover... another wonderful book by Susan Faith in which she continues to inspire children and adults to feel good about him or herself."*

"Purple Puppy" has just been released and it has been wonderful to participate in numerous events which have helped to find animals a home, according to Susan Faith. "I'm very excited that my book signing on Saturday, December 11th at the Prescott PETCO will also have pet adoptions sponsored by Prescott Area Animal Lovers (PAALs), United Animal

Friends (UAF), and Robert's Roost from Seligman." Pictures of your pet with Santa will also be available from UAF, starting at noon.

"Purple Puppy" is a continuation of the message of "Purple Love", Ms. Faith's previous book, about the power of love and our connection to the entire Universe. "Purple Love" won the 2003 GLYPH Award for Best Inspirational, Best Spiritual Book and the 2003 GLYPH Award for Best Children's Book. Susan Faith received the Arizona Literary Award for Children's Literature in 2003 for "Purple Love."

Susan Faith also promotes equality by producing "I'm a Purple Person, Are You?" products imprinted with her inspirational sayings. "If we can help people to honor our differences and cherish our similarities, we can raise a generation of children who view us for who we are and not for how we look," states Susan Faith. "Purple is the color of royalty, spirituality and healing, and it's just plain fun! Purple People also offers "I'm a Purple Puppy, Are You?" products to let your pooch show off or play in style."

For further information or to schedule an event, contact Purple People Inc. at 928-204-6400 or www.purplepeople.com.