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Cesar Millan Media Tour October/November 2011

Victoria, British Columbia
October 25, 2010



Photo: Times Colonist

Toronto, Ontario
October 31, 2010



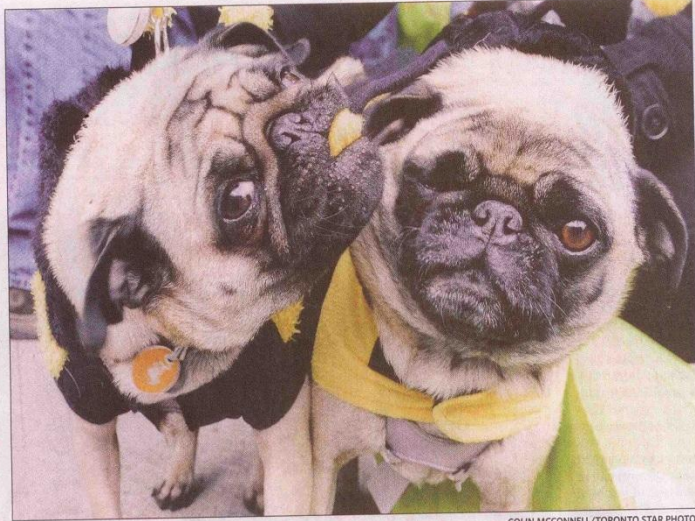
Photo: Iden Ford



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DOG WHISPERER LAPS UP PUPPY LOVE

TV star Cesar Millan attracted hundreds of admirers — of both the human and canine variety — during a weekend appearance at a pet store in Cabbagetown, A3.



Ruby, 2, and her pug pal Ava, 5, wear the same bumblebee costume on an outing Sunday to meet Cesar Millan.

Dog whisperer unleashes advice

TV star Cesar Millan draws 4-legged crowd to Toronto pet store

DANA FLAVELLE
STAFF REPORTER

Dressed in matching bumblebee outfits for Halloween, Ruby and Ava, a pair of velvet-furred pugs, were attracting a lot of attention at a Cabbagetown pet store on Sunday.

But the real star of the show was Cesar Millan, the self-described “dog whisperer” whose television show by the same name enjoys a cult-like following.

As part of a cross-Canada tour to promote his latest book, *How to Raise the Perfect Dog*, Millan made a guest appearance at a Pet Valu store on Carlton St.

“He’s almost like a pop star,” said Dave Fechner, who has owned the Pet Valu franchise on Carlton for 15 years. “When they asked me if I would host him here at the store, I said, ‘Are you kidding? Of course!’”

Hundreds lined up with their dogs to meet the Mexican-born farm boy who counts Oprah Winfrey, Nicolas Cage and Vin Diesel among his clients.

They braved the bitter cold for up to three hours because of Millan’s reputation for being able to calm and control even the most aggressive and unruly canine.

Millan, a fit and compact 40-year-old with a confident and charming manner, did not disappoint.

The two young women with the pugs in the bumblebee outfits were impressed.

“He’s very good with dogs. You can



Cesar Millan, above, appeared at a Cabbagetown store on Sunday as part of a cross-Canada book tour.

tell,” said Ava’s owner, Jessica Kolbuc, after Ava sat patiently on a small table where Millan autographed a photo of himself. “She wouldn’t have sat nicely on the table like that normally.”

“He truly has a presence and a way with dogs,” said Ruby’s owner, Petra Lapianta, 34.

The pair became friends after their dogs met at the local park.

During a press briefing, Millan, who jumped the Mexico-U.S. border 20 years ago and has no formal training in animal psychology, shared his thoughts.

Be a “pack leader,” Millan advised, describing that as someone who is calm and assertive with their dog. “Rules, boundaries and limita-



tions. These are what calm the body and teach the mind to surrender. Then you give affection,” Millan adds, sounding a bit like a parenting coach.

Millan says he benefited from growing up in what some consider “a Third World country.”

“On a farm, you must honour Mother Nature, earth and animals. You have to be honest and have integrity to create loyalty. You can’t just create loyalty because you’re handsome, or just because you’re a dog lover,” Millan said.

Later, he expanded on this theme to comment more broadly on the problems of modern society, including being out of touch with our bodies, running away from our problems, using medication to escape pain, being at war with ourselves and each other. It strikes a chord with his followers.

Kate Tinnerman, a sales and marketing professional, who grabbed the first spot in line at 7 a.m., four hours before Millan’s scheduled appearance, was there to find some answers.

She owns a challenging 6-year-old Australian Shepherd, named Jazz that she adopted from a “no kill” shelter near Ellicottville, NY.

“I can’t bring my dog to something like this because he’d be going absolutely wild,” Tinnerman said. “He’s very protective of me and very tolerant of puppies and cats and birds, but would attack any other animal.”

Tinnerman said she’s tried using some of Millan’s techniques, but she figures she needs more training. “You know what he says: he rehabilitates the dogs, but he trains the owners.”

She’s hoping to take Jazz to Millan’s Dog Psychology Centre in California.

“How can he be so nice all the time?” Tinnerman asks after meeting Millan at the store on Sunday. “I think that’s the allure. He’s totally at ease with himself.”

Calgary, Alberta
November 7, 2010



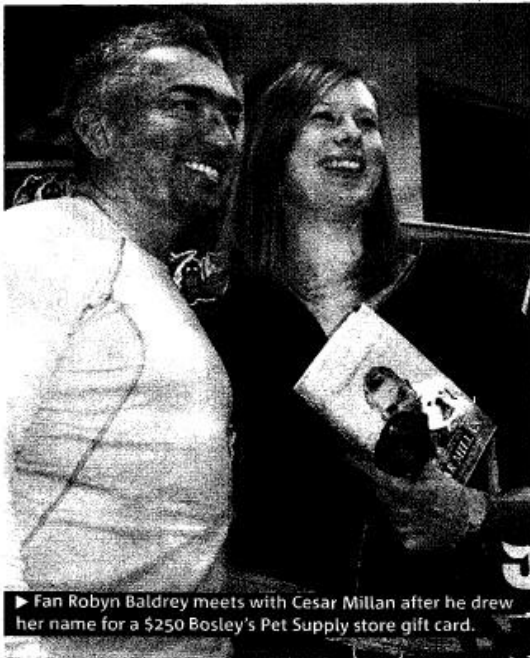
Photo: Pet Valu



Photo: Pet Valu

Richmond, British Columbia
November 11, 2010

Hundreds sit, stay for Dog Whisperer



► Fan Robyn Baldrey meets with Cesar Millan after he drew her name for a \$250 Bosley's Pet Supply store gift card.

► Two-legged, four-legged fans line up for celebrity dog trainer's visit
► Millan headed to Saskatoon next

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Big and small, they waited in line for hours bundled up in blankets, booties, sweaters, blue bandannas and fur coats, baring themselves to the cold, wet and wind. And that was just the dogs.

Hundreds of excited dog-lovers — and their four-legged companions — formed a lineup around Terra Nova Square in Richmond Thursday morning as they waited for the Dog Whisperer, Cesar Millan, to arrive at Bosley's Pet Supply as part of his Live 2010 Canada Tour.

"We wanted to be first

in line to see Cesar," said Catherine Richter, who began waiting at 6:30 a.m. "I'm a dog trainer myself, so he's my idol. It's amazing what he can do for dogs."

Millan arrived in style: standing up through a sun-roof and waving to his fans, who greeted him with screams and barks of admiration.

Millan's cross-country tour has been exciting Canadian fans and their furry friends everywhere, said tour manager, Susan Whalen.

So far "the tour's been fantastic. Every show is just better and better. (Our West Coast fans are) warm, wonderful people."



Photo: Sarah N. Fitzgerald / Metro News Vancouver

Winnipeg, Manitoba
November 15, 2010



Photo: Pet Valu



Photo: Pet Valu