



**For Immediate Release**  
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**Lowe Roche Helps P. Dogg Get in Shape for Summer.  
New Toronto Zoo campaign documents prairie dog training program.**

The animals at the Toronto Zoo are getting in shape for some close encounters with kids, and Lowe Roche has revealed the training program of one of the Zoo's most energetic residents.

A 30-second TV commercial (plus supporting print and radio work) was designed to document P. Dogg the black-tailed prairie dog's quest to get himself ready for the opening of the Zellers Discovery Zone. The ad shows a sweat-suited P. Dogg working out all over the city of Toronto, sometimes with mixed results.

"P. Dogg's had his ups and downs, but he's really ready for these kids," comments Geoffrey Roche, Creative Director, Lowe Roche. "It's been quite inspirational for me to see him achieve his goals. We're sure the people of Toronto will be inspired by him as well."

Families taking in *Harry Potter and the Prisoner of Azkaban* at selected Cineplex theatres this summer will not only enjoy the commercial, but also will be treated to a hilarious collection of P. Dogg outtakes from the filming.

The campaign supports the launch of the Zellers Discovery Zone at the Toronto Zoo, an interactive attraction which also includes Splash Island and The Waterside Theatre.

The spot runs in theatres beginning June 04<sup>th</sup>, and hits television screens on June 21<sup>st</sup>.

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**About Lowe Roche**

*Lowe Roche is an international-calibre agency based in Toronto, recognized with more than 600 major awards including Canada's Agency of the Decade. Founded in 1991 and one of the most successful start-ups in Canadian advertising history, the firm has been named Agency of the Year on five occasions as well as International Agency of the Year by Advertising Age. It has an extensive portfolio of award-winning and results oriented creative for blue-chip client list. More information available at [www.loweroche.com](http://www.loweroche.com).*

*Zoo Hours until Sept. 6<sup>th</sup>: 9:00am to 7:30pm. Last admissions one hour before closing. General admission 13-64 is \$18, Children 3 and under free, Children 4-12 are \$10 and Seniors 65+ are \$12. Parking is \$8. Events subject to change without notice. The Zoo is located at Meadowvale Road and Hwy.401, Exit 389 east and west bound. For general information, call (416) 392-5929 or visit [www.torontozoo.com](http://www.torontozoo.com)*