



**FOR IMMEDIATE RELEASE**

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*Biggest Blessing Yet on Saturday, October 6, 2007 – from 1 – 3 p.m. at Endicott Park*  
**12-Year-Old Entrepreneur Finds Creative Way to Raise Funds to Support  
the Annual North Shore Blessing of the Animals**



DANVERS, MA – Twelve-year-old D.J. Lemieux is the doting owner of a one-year-old Cairn Terrier named Lily Mae.

This summer, D.J. worried that pavement heat during the duo's daily walks might be too harsh on little Lily Mae's paws, so he looked for ways to gauge the heat on his little pal's feet.

The result is *Pet Pals*, his hand painted river rocks that he places on sun-drenched pavement to determine how hot the walking surface might be on feet not protected by sneakers or shoes.

"Before you take your pet for a walk, all you have to do is pick up the stone and feel it. If you can't hold it for a long time, it's too hot to take your pet for a walk," he explains. For D.J., it is the ultimate heat index.

Adults who heard about his *Pet Pals* thought it was a great idea. And so now, D.J. will be selling his *Pet Pals* for \$1.00 each, at the fifth annual North Shore Blessing of the Animals, sponsored by Calvary Episcopal Church, Danvers, on Saturday, October 6, 2007 from 1 to 3 p.m. at Endicott Park. All proceeds go to Calvary's Blessing of the Animals. "It's a way I can help Calvary to afford to run the Blessing each year," he says simply. "This event means a lot to people who have pets.

"Pet Pals make great stocking stuffers for Christmas," continues the young marketer, who also works to raise awareness and funds for AIDS-orphaned children in Africa for the Episcopal Diocese of Massachusetts through his *Lemons to Love* initiative.

The 5<sup>th</sup> North Shore Blessing of the Animals takes place on **Saturday, October 6, 2007 from 1 – 3 p.m.** at Endicott Park, rain or shine. Many local rescues, shelters and pet-related organizations will be represented, including Strays in Need, Cape Ann Animal Aid, Northeast Animal Shelter, Therapy Dogs of Vermont, Almost Home, and the Cavy Rescue. Danvers Animal Hospital will staff an "Ask the Vet" table and free dog nail clipping will be offered by "Everything's Included" Groom'n Waggin. The Essex Country Sheriff's Office will also offer a K-9 demonstration.

The Blessing is a growing and much loved community education and outreach initiative sponsored by Calvary Episcopal Church to shine a light on the importance of our animal friends in our lives. Many believe that animals are our route to our humanity. They show us how to love, how to enjoy being loved, how to care for each other and how to be loyal and kind and generous. They are steadfast and grateful and committed. Theirs are lessons rich with meaning that Calvary celebrates through this once-a-year event.

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