

Paper pleases pooch people

by Kim Lincoln

WARREN — Holly Sherburne is so much of a newshound that her writing has gone to the dogs.

But that is not a bad thing.

Sherburne of Warren is headed into the fourth month of production of Downeast Dog News, a newspaper for people who love dogs.

The free publication is distributed throughout the state and the circulation has grown from 10,000 to 13,000 in three months. Initially, she said, the paper was intended to be circulated along the coast, but she received so much interest from people, the paper can now be found all over the state.

The goals of the newspaper are to provide the latest dog news and information; encourage and support dog-friendly businesses and Maine-made pet products and services; cultivate a community of responsible dog guardianship; and support animal welfare causes.

Sherburne said there is so much going on in the world of dogs, but there is no one place to get the information.

"I'm trying to cover everything out there with dogs and bring it under one umbrella," she said.

Each month, readers can find news

articles both local and national, features, profiles of people in Maine who work with dogs or in a dog-related field, and a calendar of doggy-friendly events. Sherburne also features a Maine shelter in each issue with listings of dogs available for adoption.

She also encourages professionals such as veterinarians, dog groomers and trainers to submit articles for publication.

The idea for Downeast Dog News came when Sherburne lived in Oregon and there was a similar paper there. She said she thought Maine would be a good place to start up a dog newspaper since pets are such a big part of people's lives and there was nothing like it around. She said she knows of other dog newspapers in Toronto and California that are quite popular.

"It keeps me really busy," Sherburne said. "There are so many ideas and topics out there."

Sherburne said she does a majority of the writing and has several people who help out. Everyone she has spoken with about the paper has been extremely supportive and helpful, she said.

She has written articles about the



Holly Sherburne of Warren has started Maine's only newspaper dedicated to dogs. KIM LINCOLN

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dangers raisins and grapes pose to poodles; about flyball, which is a relay-race-type sport for dogs; and how to keep dogs cool in the summer heat.

Sherburne said she has many ideas for future issues but is always looking for ideas from readers.

The paper is available at pet-friendly establishments throughout the state. For those interested in having the paper mailed to their home, subscriptions are \$25 per year.

For more information, visit

www.downeastdognews.com.

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