

Sam's Club takes Pawsitive approach

Wednesday, July 11, 2007



Our T-You features let you share photos, opinions and community updates with us. For "That's Good Business," send us items you think the public should know about your business (from a community-minded point of view.)

Pawsitive Pets, a pet-assisted therapy organization that works with Reading Education Assistance Dogs, received some positive reinforcement recently when Sam's Club donated \$1,000 to the organization.

Lucinda Hietbrink, president, and Kelly Blackburn, vice president of Pawsitive Pets, were on hand with their READ dogs, Lindsey and Bailey, to receive the check and introduce their dogs to the Sam's employees who helped arrange the donation.

"I thought READ was such a great program and I knew I was going to try my best to help and get funding for the program," said Susan Smith, marketing director of Sam's Club on Beach Boulevard.

The READ program helps children improve their reading skills by working with Jacksonville schools and hosting monthly workshops at Jacksonville's public libraries, Barnes and Noble at the St. Johns Town Center and the Duval County Juvenile Detention Center.

Children having difficulties communicating and learning to read improve their skills and build confidence by reading aloud to certified and trained dogs.

READ currently is at nine area schools: Hendricks, Ramona Boulevard, Greenland Pines, New Berlin, Neptune Beach, San Pablo and Atlantic Beach elementary schools, Arlington Middle School and Lakeside Junior High.

For more information on READ or to volunteer, contact Kelly Blackburn at 626-1551 or pawsitivepetsinc@aol.com.