

100+ Uplifting Stories (and Photos!) of Lovable Dogs Who Are Changing Lives

How a service dog named Waffles inspired an Iraq War Veteran to build a tech start-up and lifestyle brand for dog moms that is creating a more dog-friendly world

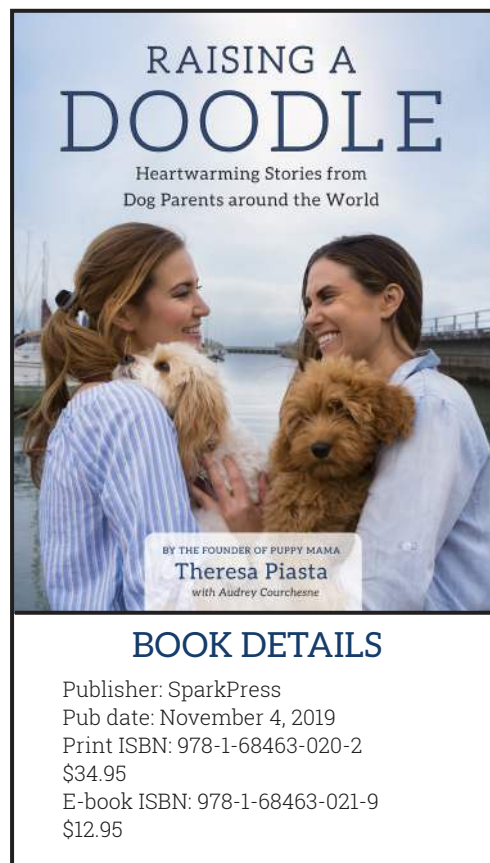
Raising a Doodle: Heartwarming Stories from Dog Parents Around the World

Doodles, crossbreeds that are part poodle, have exploded in popularity in the last 5 years. The tag #doodlesofinstagram has over 4 million posts. One specific breed of these living teddy bears, #goldendoodle has 5.3 million pictures. At the heart of "Doodlemania" are dog mom communities who come together to share the joy of their fluffy companions at dog parks, "doodle romps", yappy hours, and even workplace events. Celebrities such as Ellen Degeneres, Bradley Cooper, Usher, Blake Lively, Rihanna are all doodle parents.

According to Dr. Stanley Coren, an expert in canine psychology, poodles are one of the smartest dog breeds, second only to border collies. They also shed less and are known for being a better breed option for people with allergies. From Aussiedoodles to Whoodles, there are more than 75 different breed combinations – each with their own lovable traits.

In Puppy Mama's first book *Raising a Doodle*, readers find dog expert interviews from specialists in canine therapy, grooming, veterinary, and training fields, along with practical tips, tricks, how-tos, and advice. But most important are the 100+ stories (and adorable full color photos) from this community of doodle moms. Many stories are adorably entertaining. Others are heartwarming examples of how these dogs have changed lives for the better – helping their owners through serious physical and mental illnesses with their furry heroism.

As an Iraq War Veteran, author and Puppy Mama Founder Theresa Piasta is also passionate about helping military veterans. 5% of the net proceeds from this book will be donated to help Canine Companions train service dogs for veterans with post-traumatic stress disorder (PTSD).



Raising a Doodle shares practical tips and tricks about:

- How to survive crate and potty training
- Speaking your pup's language: How do I know what my puppy is trying to tell me?
- Is your pup socialized and well-behaved enough to bring him/her out and about?
- 20 toxic and unhealthy foods that your pup should never eat
- Advice to keep your dog happy and healthy
- Socialization and training tips for older dogs



Puppy Mama®

About the Author

Before founding Puppy Mama, Theresa Piasta served in the U.S. Army as a Captain and was awarded the Bronze Star Medal for her leadership in Iraq during her fourteen-month deployment from 2008-2009.

After leaving the military in the aftermath of the financial crisis, Theresa transitioned to a Wall Street Sales and Trading career, spending six total years at two Wall Street banks (later becoming a vice president at J.P. Morgan) – compounding the stress she had experienced in the military. For years, Theresa struggled with pain and suffering that was later diagnosed as PTSD. In time, Theresa turned her attention to her health, which included a new puppy named Waffles, whom she calls “a 13-pound ball of fluffy puppy happiness.” Having Waffles in her life inspired Theresa to take on a project that has grown into a tech start-up and lifestyle brand. Puppy Mama is a platform leveraging technology to deliver community and convenience to dog moms around the world so that they may live a more connected and joyful dog-friendly lifestyle.

Since Theresa shared her story, over a thousand women have submitted their own stories to Puppy Mama about how their dogs are healing them and bringing joy to their lives. These stories are the foundation for the Puppy Mama book series. Theresa wrote Puppy Mama’s first book, *Raising a Doodle*, with her long time friend and Wellesley College classmate Audrey Courchesne, a writer who’s built a career in publishing, marketing, and communications after receiving an English degree from Wellesley. Audrey shares Theresa’s passion for supporting women and creating community and has loved connecting with doodle moms from around the world to help tell their stories.

Theresa’s latest passion project is *Pups for Veterans*. Ever since Theresa discovered the power of canine therapy through her pup Waffles, she became eager to help match other female veterans with service dogs to help them heal. *Pups for Veterans* brings awareness to the female veteran health crisis, and recommends scaling canine therapy from trained service dogs as a proven impactful solution.



THERESA PIASTA

Founder, Puppy Mama
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Discussion Topics and Timely Tie-ins

- The suicide rate for female veterans has soared 85% in recent years. Theresa explains the overwhelming need for canine therapy and why “Pups for Veterans” is crucial and how others can get involved
- The healing power of canine therapy: true stories from real women with photos of these special heroes and their moms
- The book inspires the dog-friendly lifestyle that dog moms want
- The rising “humanization of pets” trends, and the various humanlike characteristics of poodle-mix breeds
- The most shocking or heartwarming stories in Theresa’s book and community
- Tips on photographing your pup and why Instagram is filled with women with their pups
- Navigating the holidays with your doodle: tips for boarding, traveling, meeting new family

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