

**FOR IMMEDIATE RELEASE**

**For more information, contact Joanna Ceciliani at:  
[docit@comcast.net](mailto:docit@comcast.net) or 503-275-0105**

**August 8, 2005, Portland, Ore**

**Organizer Tracks Health Needs of Pets**

PORTLAND – When was the last time your pet went to the veterinarian? Are his or her shots up to date? What is the schedule for your pet’s heartworm medication? Any dietary restrictions a sitter or kennel should know about?

Pets have health needs just like the rest of us. But unlike humans, they can’t keep track of their medicines and doctor visits and registrations.

Portland entrepreneur Joanna Ceciliani has a solution. “DOCit, Health Care Notbooks for Dogs and Cats” based on her successful DOCit health care organizer for humans, helps owners keep a surprisingly large amount of information about their pets in one small (4-by-6 inch) notebook.

Ceciliani has thought of everything: A chart keeps track of medications, treatments, and frequencies for both. There is space to revisit the results of veterinary visits at a glance. Another section keeps track of the times of day your pet is fed, the type of food for each meal, portion sizes, and any medications. It’s a great guide for your pet’s caregiver when you’re out of town.

A current picture of your pet kept in the space provided just under the see-through cover can be a quick source of identification if your pet is ever lost. There is also a page to keep license, chip, AKC number and other identifying information available for both pet and owner.

With the advent of doggie health care, daycare and designer clothing, Americans are spending more each year on their pets. Pet spending in 2005 is expected to top \$36 billion, according to the American Pet Products Manufacturers Association, with \$2.4 billion being spent on services such as grooming, clothing and lodging. DOCit is a practical addition to this booming market.

At just \$15 (plus \$3.95 shipping and handling to most locations in the United States), DOCit is an affordable way to provide a lifetime’s worth of information about your animal friends.

For more information about DOCit and how to order it, visit [www.docit.biz](http://www.docit.biz).

Joanna Ceciliani operates DOCit from her Portland, Ore. office. She has lived in Oregon all of her life and is a current chorus member of the Portland Opera.

