

FOR IMMEDIATE RELEASE

RE: Making the right decisions when your dog has cancer.

Title: *When Your Dog Has Cancer – Making the Right Decisions for You and Your Dog*

Author: Lola Ball

Price: \$14.95 **Binding:** Paperback, 6" x 9", 192 pgs, 31 B&W photos

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Facing your dog's cancer together with open eyes

While some dogs diagnosed with cancer can be treated successfully and survive for years, unfortunately a diagnosis of cancer for your dog often means the time you have left together is limited. In this important new book, author Lola Ball provides answers to the question of what you the owner can do and what your alternatives are if your dog is struck by cancer. The most important first steps are to arm yourself with knowledge about the different types of cancers, medicines, treatment alternatives and prognoses. But what if treatments do not succeed? What are your options then? This is the point at which most owners are left alone not knowing what to do. Based on her two experiences with cancer in her own dogs, Lola explores the range of choices you do have and strategies you can employ to make the best of the time you have remaining with your dog.

Learn:

- Many of the concepts and techniques employed in human hospice and palliative care can be applied successfully to dogs with cancer.
- The power of continuing to interact with your dog—walks, petting, grooming, massage—for as long as the dog is physically able to enjoy it.
- What can be done in terms of nutrition and other forms of natural care to make your dog as strong and comfortable as he can be given the situation.
- How “natural death” can be an alternative to euthanasia in some cases.
- How other owners facing the same issues have dealt with cancer in their dogs.

What experts are saying about *When Your Dog Has Cancer*

Lola Ball has created a much needed, thorough, clearly written, informative and compassionate book. Any dog owner who is living this nightmare or wants to learn more about cancer in dogs will find this to be an invaluable resource. Lola provides vast information without being judgmental, reminding me that what is best for one dog is not necessarily best for my dog. The real-life experiences in the book touched me deeply.

Enid Traisman, Director, Pet Loss Support, Dove-Lewis Hospital

This book is a practical guide with the potential to empower families during the period of grief that typically follows a devastating cancer diagnosis in their animal friend. I will recommend Lola's book to families and professionals across the country seeking scientifically-based knowledge and emotional support in hospice care giving.

Michelle Nichols, Director and Founder of AHELPPProject.org

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Intended Audience: Veterinarians, Vet Techs, Dog Owners

Link to Excerpt: Dogwise.com/authpub/cancer.pdf

Author **Lola Ball** learned the hard way about canine cancer, experiencing it with two beloved dogs, Porter and Jasper. When Porter was diagnosed with terminal cancer, Lola learned by doing her own research how to employ hospice care to provide him as high a quality of life as possible in the time they had left together. She is now devoting herself to helping others whose dogs are struck by cancer based on her experiences and further research. Lola lives in Redmond, Washington.