

Now Hear This Hallmark!

 By Liz Holzemer

Recently, while perusing aisle after aisle at a local Hallmark, I noticed an increasing number of card categories for the furless. Humans can care enough to send the very best for anniversaries, birthdays, and every holiday under the sun. You can express your sorrow for the loss of a loved one, celebrate another's divorce, retirement, weight loss, end of chemotherapy. Every imaginable life occurrence has a corresponding card to acknowledge or commemorate the occasion—well almost every occasion—I haven't yet seen one congratulating that successful, albeit painful, root canal, but it's probably only a matter of time.

But what of our furry friends? Sure, there's a plethora of photographed dogs gracing the covers of cards—cards for humans that is—but where is the recognition for the important milestones in their lives? Do our loyal companions not warrant equal consideration?

I'm hoping (but not holding my breath) that Hallmark will create the following offerings:

Do Do Dominance: after weeks and weeks of being trained to do their business in said allotted area; dogs should be rewarded for mastering proper poop deployment.

Rehabbed Rovers: along the lines of AA. Bad dogs gone good! Rehab isn't just for Amy Winehouse.

Pup-uation: from behavioral training. A pat on the rear and a few extra treats won't cut it anymore. Express your sense of pride with a card.

Sympawthy: like us, dogs grieve when they've lost a sibling or close neighborhood friend. Hallmark should create a Farewell to Fido specialty line for this category. Another great use for a sympawthy card is after your beloved has celebrated a birthday. Imagine having seven birthdays in one hit. This calls for commiseration, not celebration.

Surviving Sitters: hanging with temporary pet parents is no easy feat. Whether it's Doggie Day Care, a nanny or last-choice sitter, surviving while their masters are away for days, even weeks at a time, deserves recognition. A card sure could have come in handy for our lab Koufax after my husband and I were temporarily relocated to Yokohama, Japan. We were fortunate that a nearby relative was able to move in and take care of him and that Koufax—bless his heart—adapted quite nicely.


Howltide Greetings: melding holiday celebrations aren't limited to interfaith pet parents. Since my beloved Koufax is lucky to have both a Catholic and Jewish parent, how about a Merry Chrismukkah card? 



Photo by Heather Green