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IT'S ME OR THE DOG Launches Los Angeles Casting; Unruly Dogs and Their Owners Encouraged To Apply Immediately!

LOS ANGELES, Aug 11, 2008 /PRNewswire via COMTEX/ -- Ricochet Television, the producers of international parenting phenomenon SUPERNANNY and US cable hits The Real Housewives of NYC (BRAVO) and The Alaska Experiment (Discovery) now bring you IT'S ME OR THE DOG. The American version of the popular Animal Planet show begins casting in LA this month. Owners of (one or more) out-of-control dogs are invited to an open casting call co-hosted by Sittercity.com on Saturday, August 23rd at Bark N' Bitches, 505 N. Fairfax, from 10am until 2pm. Animal Radio will be broadcasting live from the event.

If you have a pooch who's an obedience school drop-out and you live in Southern California, IT'S ME OR THE DOG wants you! The casting team is looking for dog-owners from every type of background who are ready for the ultimate doggy boot camp.

"It's a huge hit in Britain, and now for the first time ever we'll film the show with American dogs," said Executive Producer Nick Emmerson about the US production taping later this year. IT'S ME OR THE DOG's UK production is in its fourth season and the British episodes are airing on Animal Planet now in the States.

To learn more about the Los Angeles casting and to apply immediately for IT'S ME OR THE DOG visit <http://www.itsmeorthedog.com> or call 877-44 DOGGY (1-877-443-6449). Applications for the show will be accepted all summer long. Pet owners praise Victoria for her life changing advice on all aspects of caring for dogs, from what to feed them to potty training, to chewing up the house. She is the best selling author of the book "IT'S ME OR THE DOG". Her second pet manual "FAT DOG SLIM" is on shelves now.

Ricochet Television has head quarters in Los Angeles, London and Brighton. The company is one of the leading independent production companies of high quality un-scripted television programming. Ricochet's international phenomenon SUPERNANNY launched the company in the United States where the company is building an innovative reputation for creating transformational, critically acclaimed reality based documentary style television.