

# TELLURIDE DAILY PLANET

WEDNESDAY

FEBRUARY 26, 2014  
VOLUME 20, NUMBER 41  
www.telluridedailyplanet.com



THE SECOND FRONT PAGE  
FEBRUARY 26, 2014

## PETS

# LUCKY DOG VODKA SUPPORTS SOCHI PUPPIES

*Gus Kenworthy's  
actions caught  
the attention  
of Greg Nichols*

**U**S. Olympic slope-style athlete, silver medalist and Telluride skier Gus Kenworthy's efforts to adopt four stray puppies and their mother from Sochi, Russia, have caught the attention of another world-class skier, Greg Nichols, a former U.S. Ski Team member and mogul specialist.

Nichols is president of Lucky Dog Vodka, a premium hand-crafted vodka, "born on Nantucket and raised in the Rocky Mountains." Lucky Dog has announced that it will donate proceeds from the sale of its signature baseball caps to support Kenworthy's dog rescue efforts until March 21.

Lucky Dog's garment-wash dark blue caps have red and white raised embroidery on the front with the leaping red dog logo and the adjustable strap fits all sizes. The caps are available via [www.luckydogvodka.com](http://www.luckydogvodka.com), for \$22.50.

Lucky Dog is headquartered on the island of Nantucket, 30 miles out to sea, with distilling based in Ketchum, Idaho, from locally grown Idaho winter wheat mixed with Rocky Mountain meltwater from the Snake River aquifer.

"It's mountain to mountain, skier to skier, dog to dog," said Nichols. "Lucky Dog Vodka is all about having fun and an active lifestyle. Gus' rescue of these great dogs touched our hearts. From Lucky Dog Vodka to Gus' five lucky dogs, welcome to the

See VODKA, Page 23

## *Lucky Dog Vodka supports Sochi puppies*

VODKA, from page 28

U.S.A."

Gold Medal winner of the New York World Wine & Spirits Competition, Lucky Dog Vodka is priced at \$21.99/750 ml. It

makes a good mixer for cocktails like the Fire Hydrant, the Bloodhound, Dirty Dog Martini, Dog and Bone and Old Dog, New Trick.