



**THE BRIGHT & BEAUTIFUL**  
THERAPY DOGS, INC.

*Warmest Wishes  
for the Holidays &  
a Happy New Year!*



From your friends at Bright & Beautiful!



### **Meet Chuck Allured and Lily Jellystone from Oregon!**

Lily Jellystone has become the darling of Douglas County, Oregon. She, along with her handler and B&BTD Evaluator Chuck Allured, also known as Lily's assistant or the dog guy, embarked on bringing comfort and relief to Douglas County by encouraging the development of a program at CHI Mercy Hospital in Roseburg, OR. While the program was intended to address anxieties of patients and their loved ones, Lily immediately focused on the staff that had been dealing with the effects of the Covid-19 pandemic. Within months of the



program launch, Lily became known as the ambassador of joy and the Chief Therapy Dog at Mercy Hospital.

Over two years, Lily and the dog guy realized that the need for therapy dog services was growing in the community to include supporting law enforcement, state and local fire crews, senior living facilities, special community events and schools. While Lily refined her skills in addressing the needs of those visiting the emergency department, crisis center, intensive care facilities and the surgery center on kids' days, the dog guy worked on getting qualified as a certifier of teams for Bright & Beautiful to bring 10 new qualified teams to the community.



Early on, Lily and Chuck realized that two major obstacles, time and money, were keeping the program from gaining traction. Time and availability would be an ongoing difficulty, but Chuck and Lily addressed the money issue by starting a not-for-profit organization 501(c)(3), Allure Therapy Dogs. Allure Therapy Dogs' charter is to support, qualify, and coordinate the activities of the Douglas County therapy dog teams. Getting numerous business and individual sponsorships, including Costco and the State of Oregon, the effort took off. Right now, there are nine active and certified teams at Mercy Hospital and the program continues to grow. The teams are also now volunteering with Child Protective Services and the court system.



bringing comfort and distraction to Douglas County, she has earned all three American Kennel Club Canine Good Citizen certifications, Bright & Beautiful's Therapy Dog certification and been awarded Professional Animal of the Year by the Oregon Veterinary Medical Association.



In these challenging times, a moment of unconditional camaraderie can turn a situation away from being stressful towards understanding and contentment. Lily and her dog guy simply take the time to meet people where they are in the moment and offer a quiet reminder that we are all in this together. While we cannot eliminate distress, we can offer a moment of empathetic presence.



If you would like to know more about how you can accelerate the therapy dog program in your community, Lily and Chuck would be honored to hear from you through their website,

[alluretherapydogs.com](http://alluretherapydogs.com)

Lily and Chuck are asking  
us all to make 2025 the  
year of the Therapy Dog!

[Text Link](#)



## All Things Bright & Beautiful

*Cecil Frances Alexander*

All things bright and beautiful,  
All creatures great and small,  
All things wise and wonderful,  
The Lord God made them all.

Thank you to all our members for giving  
of themselves in this and every season!

Love, June Golden,  
the Bright and Beautiful Team and all the  
Bright & Beautiful Therapy Dogs

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Bright & Beautiful Therapy Dogs, Inc.

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