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November 2015

PETSAFE® BRAND ENCOURAGES RETAILERS AND THEIR CUSTOMERS TO PAWS FOR THOUGHT

PetSafe brand is donating hundreds of toys to homeless cats and dogs across the UK as part of its Christmas charity campaign, 'Paws for Thought'.

Urging retailers up and down the country to encourage their customers to get involved, the pet product expert is asking people to nominate their preferred animal shelter or charity via the company's Facebook and Twitter page throughout November and December. Each week a shelter will be chosen by a prize draw and a hamper full of PetSafe toys will be delivered to them before Christmas.

Launching the campaign at Manchester Dogs Home by donating various products, PetSafe brand hopes the campaign will raise the profiles of the shelters and encourage pet owners to find out more about how they can help their local rescue centre.

PetSafe International Marketing Director, Angela Critchley, said: "With so many homeless pets in the UK we wanted to launch a Christmas initiative which would help raise awareness. We're inviting customers and retailers to get involved and raise the profile of any animal shelter or charity which they feel makes a difference. They do amazing work and we are proud to support them."

To nominate a shelter of your choice tweet @PetSafeUK or go to www.facebook.com/petsafeuk

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For more information about PetSafe products visit: www.petsafe.net or contact Angela Critchley; International Marketing Director: acritchley@petsafe.net



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About PetSafe® Brand

PetSafe brand is a global pet product expert with its headquarters in Knoxville, Tennessee. Wide-ranging innovative products are available across the PetSafe® portfolio including training, containment, lifestyle and wellbeing product solutions. Visit www.petsafe.net for further details or connect on Facebook or Twitter.