



protect. teach. love.

**April 2016, UK**

**PETSAFE® BRAND NEEDS YOU TO HELP SHARE THE LOVE**

Helping to spread the love far and wide, pet product expert, PetSafe® brand is launching an international campaign inviting pet lovers all over the globe to get involved, and 'Share the Love' to raise money for charity.

Starting off a global chain of 'throw and catch', PetSafe® brand is asking people to upload videos to its 'Share the Love' page of themselves and their pet catching a toy and passing it on stating their name, pet's name and country.

For every video that is uploaded, PetSafe® brand will add money to its virtual pot. At the end of the campaign, the money will be donated to a nominated pet charity from the country that has uploaded the most videos. Throughout May, the videos that get the most votes will also win spot prizes.

PetSafe® spokesperson Angela Critchley comments: "Helping pet charities is a cause very close to our hearts. Over the years we have been overwhelmed by stories of the amazing lengths that charities go to, to ensure that pets get the best care and help available."

She continues: "The work they do is extremely important and we're pleased to support them on an international scale at the same time as encouraging people to share the love with their pets."

If you want to get involved go to <http://intl.petsafe.net/sharethelove> from the 29<sup>th</sup> April, upload your video and 'Share the Love.'

ENDS

**For further information please contact Chloe Longfield [chloe.longfield@hattrickpr.co.uk](mailto:chloe.longfield@hattrickpr.co.uk)  
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**About PetSafe® brand**



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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](http://www.petsafe.net) for further details or connect on Facebook or Twitter.