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May 2016

PETSAFE® BRAND LAUNCHES INTERNATIONAL 'SHARE THE LOVE' CAMPAIGN

Hall 6, Stand 148, Interzoo, 26th – 29th May 2016

Helping to spread the love far and wide, pet product expert, PetSafe® Brand has launched 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', the PetSafe® Brand campaign 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.

International Marketing Director, Angela Critchley says: "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."

People wanting to get involved should go to <http://intl.petsafe.net/en-gb/sharethelove> from the 29th April, and upload their video and 'Share the Love'.

ENDS

For further information please contact International Marketing Director, Angela Critchley, tel: +44 (0)7899 663319 or visit www.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® product portfolio including training, containment, lifestyle and wellbeing product solutions. Visit www.petsafe.net for further details or connect on Facebook or Twitter.