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## **PETSAFE® LAUNCHES NATIONWIDE SEARCH FOR UK PET HEROES**

International pet product expert, PetSafe®, has just kick started a nationwide on and offline campaign – **PetSafe® Pet Hero** - to search for the UK's most heroic hounds or courageous cats.

PetSafe® Pet Hero is being rolled out regionally, launching initially in the North West, and will run until September this year. The national winner will receive a year's worth of PetSafe® toys, as well as a pet friendly holiday worth £500, courtesy of Sykes Cottages. There will also be a £250 goody bag of PetSafe® toys up for grabs for four regional winners along the way.

Celebrating pet heroes from all walks of life - from animals in the services, therapy and assistance pets, or simply a much loved pet who has brought joy to a pet owner's life – there's no hero deed too big or small to qualify for the **PetSafe® Pet Hero** title.

To start the search, PetSafe® has found inspirational dog, Lucie from Chorley, Lancashire, who was trained by Support Dogs - a national charity dedicated to increasing independence and quality of life for people with various medical conditions.

Her owner, Alice Boardman, whose son Alex was diagnosed with Autism Spectrum Disorder, explains why Lucie is their family's pet hero. "Alex and Lucie's first hour together was simply magical. Lucie, or as they call her at Alex's school 'The Wonder Dog', has made previously stressful activities such as going to the supermarket a pleasure. She is more than a dog to us; she is the key to a better life."

Commenting on the campaign, Angela Critchley, PetSafe® International Marketing Director says: "We have been overwhelmed by some of the amazing pet hero examples we've heard about to launch the campaign – there are some truly inspirational stories out there. It's great to hear about the love and affection pet owners have for their special dogs and cats and we're looking forward to sharing the hero stories over the coming months."



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Retailers can direct pet owners to the PetSafe® microsite for further details

**bit.ly/PetSafePetHero**. Entrants should forward their pet's name, a photo and brief information to: PetSafe® Pet Hero, Hattrick PR 6a Framingham Road, Sale, Cheshire, M33 3SH, Tel:0161 660 0993.

The deadline for entries is **15<sup>th</sup> September 2015** and the national final is being held on **3<sup>rd</sup> December 2015**.

**ENDS**

**For further information please contact International Marketing Director, Angela Critchley, tel: +44 (0)7899 663319 or visit [www.petsafe.net](http://www.petsafe.net)**

#### **About PetSafe®**

PetSafe® 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.