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SUN Lifestyle

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Pet product ideas net \$\$

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By Sun staff, wires

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LETTER TO
THE EDITOR



The challenges of living with pets can make pet owners pretty creative. Pet product innovator Guardian by PetSafe wants to help those creative juices flow with an invention contest. IdeaFetch is an online contest that invites Canadians over age 18 to conceptualize helpful pet products with a chance of winning \$25,000 and having their product developed and sold at Canadian Tire stores. "Guardian by PetSafe developed IdeaFetch to improve the quality of life for pets and their owners," said hockey icon Paul Henderson, a pet lover and contest spokesman. Visit www.ideafetch.ca for details.

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