

PetSafe Ethos Fund – Help a Pet, Show the World

KNOXVILLE, Tenn. (February 16, 2011) – PetSafe, a leading innovator in pet behavior and lifestyle product solutions and services, announces the official launch of the [PetSafe Ethos Fund](#). The PetSafe Ethos is a charitable fund that supports animal welfare groups in their care of homeless pets and rehabilitation of pets with behavioral issues.

“Ethos means the character of a group; it’s what you’re about,” said Randy Boyd, President and CEO of PetSafe. “At PetSafe, we are about delivering products and resources to help pets and owners live in harmony and make pets more adoptable.”

While dogs and cats contribute positively and uniquely to our quality of life, humans often exhibit “selective care” to pets, mostly due to behavior issues. These issues lead thousands to abandon or get rid of their pets every year.

Shelters and communities are often under resourced and unable to respond effectively to pet overpopulation, owner surrenders and recidivism. The PetSafe Ethos Fund will give support to these homeless animals by providing funds and necessary products to make sheltered pets happier and more adoptable.

Monetary donations of any size can be given on the [Ethos Fund’s website](#) and 100% of the proceeds go to help this cause. With a donation of \$25 or more, donors receive a PetSafe Ethos “Happy Dog” t-shirt.

Ethos shirts lets charitable donors show-off their own ethos that says they are a part of changing “selective care” to unconditional care of pets. The shirts exclusively through a donation to the fund, are black, 100% pre-shrunk cotton, available in S-XXL.

Support from the fund is awarded through an application available on the [Ethos webpage](#). Applications are reviewed quarterly by the Ethos Board, a group of pet community professionals and PetSafe associates.

For more information about the Ethos Fund or PetSafe please visit www.petsafe.net

###

About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe® leads the industry in the development of innovative pet behavior, containment, lifestyle product solutions and services. Visit: www.petsafe.net.

For more information:

Robin Hawn, Brand Manager PetSafe Brand
865-218-1568
rhawn@petsafe.net