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PetSafe® Brand Donates \$20,000 to Peaceful Kingdom to Support its Shelter Animal Transportation Program

KNOXVILLE, Tenn. (May 10, 2015) – [PetSafe®](#) brand, an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions, has donated \$20,000 to [Peaceful Kingdom](#), a non-profit group which moves pets from over-crowded East Tennessee shelters to under-capacity shelters in the North.

The award supports Peaceful Kingdom's GoNorth Transport Collaborative, and covers vehicle leasing, mileage and fuel expenses incurred during the transportation of shelter pets in 2015.

Tracy Mulder, marketing manager for PetSafe brand, recognizes the impact that Peaceful Kingdom's GoNorth Transport Collaborative has on helping local shelter pets.

"Peaceful Kingdom has a proven record of transporting animals from the South to select Northern shelters. The pets are more adoptable, the Northern shelters have a nice population, and our area shelters see a reduction in euthanasia due to overcrowding. What a great situation for everyone," Mulder said. "We are proud to support the important work Peaceful Kingdom does for our community."

In 2014 alone, Peaceful Kingdom's GoNorth Transport Collaborative moved 2,466 dogs and puppies to shelters across Minnesota, Wisconsin, Illinois, Michigan, Ohio, New York, New Jersey, and Maine.

Carmen Trammell, president of Peaceful Kingdom, is gratified by the success the GoNorth project has achieved over the last few years.

"The Southern shelters we work with have all reported that the need to euthanize animals to free up space has been dramatically reduced or even eliminated as a result of having the northern transport option available," Trammell said. "We are so fortunate to have great partnerships with Northern shelters as well as the continued support from PetSafe to help fund this lifesaving initiative."

PetSafe brand has supported Peaceful Kingdom's GoNorth Transport Collaborative since 2013. This year's contribution matches the 2014 grant of \$20,000.

About the PetSafe® brand

PetSafe brand is an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions. PetSafe brand is owned by Radio Systems® Corporation and headquartered in Knoxville, Tenn. For more information, please visit www.petsafe.net or connect with us on [Facebook](#) and [Twitter](#).

About Peaceful Kingdom

Peaceful Kingdom is a 501(c)(3) animal welfare organization founded in 2000 to introduce innovative approaches to ending animal overpopulation in Knox County, Tenn., and surrounding counties. Peaceful Kingdom has implemented a subsidized spay/neuter program for pets of low-income citizens, an adoption center, a northern transport program, a pet tag making service, a trap/neuter/return program for feral cats, and *Critter* magazine for

promoting animals available for adoption. Most of these programs have been adopted and scaled up by other organizations. For more information, visit <http://www.peacefulkingdom.org>.

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