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***** MEDIA ADVISORY FOR IMMEDIATE RELEASE *****

PetSafe® to Host Knoxville's First Dog-Friendly Gala to Benefit Morris Animal Foundation and the University of Tennessee College of Veterinary Medicine.

-One in three dogs will be affected by cancer; half of them will not survive. PetSafe® hosts cocktails, dinner and auctions to benefit canine research projects.-

Who: PetSafe®, pet behavior, containment and lifestyle solution and service provider

When: Saturday August 11, 2012
Cocktails and Silent Auction 6:30 p.m.
Dinner and Live Auction 8:00 p.m.

What: PetSafe is hosting Knoxville's first dog-friendly gala benefiting canine cancer research projects through the Morris Animal Foundation & the University of Tennessee College of Veterinary Medicine.

Guests are encouraged to bring their dogs and enjoy a dog-friendly cocktail hour. During dinner and the live auction, four-legged guests will receive their very own professional handler courtesy of the [PetSafe Village](#). Professional handlers will escort them to their own dog-friendly area for a bit of fun and one-on-one care. Dogs will be returned to their owners after dinner, adorned with a special surprise gift.

“Research shows one in three dogs will be affected by cancer and half of them will not survive; that’s a very shocking and upsetting statistic,” said Jim Tedford, PetSafe’s Director of Animal Welfare Initiatives and Alliances. “This gala is a great opportunity for pet-lovers in our community to show their support and open their hearts to help two of the best organizations in this field work towards finding improved treatment, and save more lives.”

Bring your best friend & help save someone else’s. Black tie & dog companion are optional.

Where: Crowne Plaza
401 W. Summit Hill Dr., Knoxville, TN 37902. (865) 522-2600.

***Tickets on sale now: \$150 per person or \$1,250 per table
RSVP by August 7th <http://www.morrisanimalfoundation.org/petsafegala>**

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AboutPetSafe®

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