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## PetSafe® Brand Launches Pet Health Campaign to Educate Customers and Increase Sales of Fountains, Automatic Feeders and Meal Dispensing Toys

*Eye-catching POP and digital assets available for retailers*

**KNOXVILLE, Tenn. (July 2, 2018)** – [PetSafe® brand](#) is launching a summer campaign to help its retail partners educate their customers about proper pet hydration, food frustrations and boredom-induced mischief to help promote pet health. The campaign will run from July 1 to August 31 focusing on pet hydration during July and pet nutrition during August. It's the fifth year in a row that PetSafe® brand honors July as PetSafe® Pet Hydration Month.

"Our summer campaign to promote pet hydration has seen great success over the past five years and has continued to increase our fountain sales each July," said Sarah Beene, category manager for PetSafe® brand water and feed solutions. "We felt that it was important to expand our focus to other important pet health topics, such as obesity and boredom induced anxiety, with the goal of driving sales of not only fountains, but also automatic feeders and meal dispensing toys."

As part of Pet Hydration Month, PetSafe® will promote the following PetSafe® Drinkwell® products:

- [Drinkwell® Platinum Pet Fountain](#)
- [Drinkwell® Outdoor Pet Dog Fountain](#)
- [Drinkwell® Seascape Pet Fountain](#)
- [Drinkwell® 360 Multi-Pet Stainless Steel Fountain](#)
- [Drinkwell® Sedona Pet Fountain](#)

Throughout the month of August, PetSafe® will drive awareness of its automatic feeders, including the following products:

- [Smart Feed Automatic Pet Feeder for iPhone and Android](#)
- [Digital Two Meal Feeder](#)
- [Six Meal Feeder](#)
- [Healthy Pet Simply Feed™ 12-Meal Automatic Pet Feeder](#)

To support retailers and increase sales in July and August, PetSafe® also developed consumer-facing social media assets, infographics and a digital advertising and public relations campaign under the theme "Your Pet Is Trying to Tell You Something." All campaign assets are designed to remind pet parents of the importance of keeping their pets happy, healthy and hydrated.

In-store displays and digital assets are available to PetSafe® retail partners to drive sales of fountains, automatic feeders and meal dispensing toys through August 31. Retailers still interested in participating in the PetSafe® Healthy Pets campaign should contact their PetSafe® brand sales manager directly, or email [RVA\\_Orders@petsafe.net](mailto:RVA_Orders@petsafe.net).



**About PetSafe®**

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, TN. For more information, please visit [www.petsafe.com](http://www.petsafe.com) or connect with us on [Facebook](#), [Twitter](#) or [Instagram](#).

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