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FOR IMMEDIATE RELEASE
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PETSAFE SPONSORS WALK EVENT TO RAISE FUNDS FOR CANINE CANCER RESEARCH

KNOXVILLE, Tenn. (September 13, 2013) – [PetSafe](#) is preparing for its annual [K9 Cancer Walk](#) scheduled for Sunday, Sept. 22 at the Cove at Concord Park. Proceeds from the event will benefit [Morris Animal Foundation](#), a nonprofit organization that funds research efforts to prevent and cure cancer in dogs.

Thousands of dogs are affected by cancer each year, and medical advances through cancer research are paving the way for dogs to live healthier, cancer-free lives.

Trula, a 95-lb. mixed breed with cancer of the eye, was found wandering the streets of a rural area in East Tennessee. She was taken in and cared for by a Good Samaritan who found a way to obtain donations for Trula's medical needs through a fundraising website. After \$400 and a special eye surgery, it was determined that Trula's cancer had only a 5 percent chance of spreading.

Not every dog has a success story like this. An estimated 50 percent of dogs will battle cancer, as it is the leading cause of death in dogs over the age of two. Dog lovers and their furry friends are invited to walk in memory of the dogs that have lost their battle with cancer.

Trula, now named Leela, was adopted by a physician in Knoxville who previously had two dogs that had succumbed to canine cancer. After her medical treatments and recent adoption, Leela is now healthy and happy, and was selected to be the walk leader for the 2013 K9 Cancer Walk. Leela will lead the numerous different walk groups, individuals and other dogs during the fundraising event.

To join Leela and others in the fight against canine cancer, participants may now register online and find additional event details at www.MorrisAnimalFoundation.org/petsafewalk. On-site registration begins at 12 noon, and the opening ceremony and walk will start at 1 p.m. on the day of the event.

About PetSafe®

Headquartered in Knoxville, Tenn., PetSafe leads the industry in the development of innovative pet behavioral, containment, lifestyle product solutions and services. For more information, please visit www.petsafe.net or connect with us on Facebook (<https://www.facebook.com/PetSafeBrand>) and Twitter (<https://twitter.com/PetSafe>). -

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