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## **Communities Rally for a Chance to Win \$100,000 to Build a New Dog Park**

*PetSafe® brand to award one U.S. community with \$100,000 and four runner-ups with \$25,000 each in fifth annual Bark for Your Park contest*

**KNOXVILLE, Tenn. (April 21, 2015)** – Today, more than 54 million households in the United States have dogs – a total of 77.8 million dogs. While dog parks provide a wealth of benefits to both dogs and the area they live in, many communities simply don't have the budget to build their own dog park. This year, one corporation will help more of our nation's dogs have a space they can call their own.

[PetSafe®](#) brand, an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions, is giving five U.S. communities the opportunity to win funds to help build a dog park in its fifth annual [Bark for Your Park Contest](#). The contest, which launches on May 13, 2015, will award one \$100,000 grand prize and four finalists with \$25,000 each to build an off-leash dog park in their community.

Last year, Waverly, Iowa took home the grand prize of \$100,000 after beating out the more than 1,400 communities that were nominated in the contest. The town, which has a population of approximately 9,874, garnered a total of 133,545 votes. Tab Ray, Director of Waverly Leisure Services, was overwhelmed by the support of the community and excitement of their dog park dreams now becoming a reality.

"We have already seen the positive effects of the PetSafe Dog Park in our community by the interest and the attendance in the planning and development committee meetings," Ray said.

From May 13 through June 10, anyone within the U.S. can vote for his or her community every day on [www.petsafe.net/barkforyourpark](http://www.petsafe.net/barkforyourpark) and [Facebook](#). Based on the information provided by each community, PetSafe will confirm the availability of land, civic leader support, population size and total number of votes to select 15 finalist communities, which will be announced on June 17.

To help communities in their efforts to gain support, the brand provides downloadable tools and weekly tips online at [www.petsafe.net/barkforyourpark](http://www.petsafe.net/barkforyourpark). The site also has a forum where past Bark for Your Park winners provide advice for this year's voting communities.

"We've seen how a dog park can enhance a community, bring responsible pet owners together and create a wonderful place to visit and exercise," said Willie Wallace, CEO of Radio Systems® Corporation, makers of the PetSafe brand. "After working with our hometown of Knoxville, Tenn. to build six dog parks and helping four years' worth of Bark for Your Park winners plan, build and open their parks, PetSafe is proud to support communities in their efforts to provide a place for their dogs to socialize and play."

For more information, please visit [www.petsafe.net/barkforyourpark](http://www.petsafe.net/barkforyourpark).

### **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](http://www.petsafe.net) or connect with us on [Facebook](#) and [Twitter](#).

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