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## **PetSafe® Brand Joins The Family Dog™ for Educational Campaign to Keep Kids Safe Around Familiar Dogs**

*Kid-dog training & relationship experts launch Stop the 77 campaign to coincide with Dog Bite Prevention Week*

**KNOXVILLE, Tenn. (May 14, 2015)** – According to the American Veterinary Medical Association (AVMA), more than 4.5 million people in the U.S. get bitten by dogs each year, with children being by far the most common victims of dog bites and far more likely to incur severe injuries. Shockingly, the majority of these bites – a whopping 77 percent – come from a family or friend’s dog.

In honor of Dog Bite Prevention Week (May 17-23), kid-dog training and relationship experts Leah Hatley and Justine Schuurmans of [The Family Dog™](#) have launched [Stop the 77](#). Sponsored by [PetSafe®](#) brand, the three-part campaign aims to educate the public about how to really respect dogs and help keep kids safe around the dogs they know.

“The Stop the 77 campaign offers a brand new take on dog safety, just in time for Dog Bite Prevention Week,” said Michelle Mullins, CPDT-KA, KPA-CTP, Manager of PetSafe brand’s Training & Behavior Education Department. “We’re proud to jump on board and support The Family Dog in sharing this crucial message to parents and children alike.”

The Stop the 77 campaign is comprised of the following three elements:

- **A must-share video** that tells the story of family dog’s experiences from the child’s perspective, followed by the same story told through the dog’s eyes, which clearly shows the tragic effects of misunderstanding our family dogs.
- **An upbeat, informative website** featuring cool graphics and music videos that teach kids to respect dogs, understand what your dog is trying to tell you and how to help Stop the 77 by sharing this information.
- **An eye-catching poster** designed by Los Angeles-based artist and dog lover Lili Chin, which is free to download by the public and can be hung in school, libraries, vet offices, and more.

To learn more about Stop the 77 and how to keep our kids and dogs safe, please visit [www.stopthe77.com](http://www.stopthe77.com).

### **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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