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**TOP PET PRODUCTS SHOWCASED FOR PRESS ONLY
AUGUST 18TH FROM 2-7 PM @
THE LONDON HOTEL**

(Los Angeles, CA, August 18, 2010) – On August 18th from 2 pm to 7 pm at the London West Hollywood Hotel (1020 North San Vicente Boulevard) in West Hollywood, a new recession-busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase consumer “Pet Gear” products and services for the Los Angeles press who are looking for content for their roundup product reporting. Each month in cities throughout the U.S., Consumer Product Events showcases specific products for press to preview during the time of the year the media need it most, from Pink products for October to Valentine’s Gifts in February. The service delivers one-stop-story-shopping for reporters where they can meet interesting entrepreneurs and sample their products for use in their annual product round-up stories. Consumer Product Events was also developed to save marketers the cost of a full, year-long PR retainer by introducing them to all the reporters they need to meet in one day.

The “Pet Gear” event will showcase a selection of premium products including:

- When pet owners go on holiday, a main fear is that Fido will not be taken care of properly while they are away. Featuring the largest indoor accommodations in Los Angeles, **The Kennel Club LA** pampers pets with spa service, 24-hour attendant care, and 12,000 square feet of outdoor play yards and a swimming pool (www.kennelclublax.com).
- Though it only debuted in 2003, pet owners have been using **Petastic** for 23 years before without knowing it. The ground breaking enzymatic solution that literally breaks apart pet stains and odors became one of the #1 pet products in the US as Nature’s Miracle®; but is now in a bottle called Petastic (www.petastic.com).
- **Automated Pet Care Products, Inc.** created a revolutionary self-cleaning litter box that eliminates the daily hassle of litter box scooping. Featured in the NY Times and NBC Today, the Litter-Robot is made from recyclable plastics. (www.litter-robot.com/).
- **Help Em Up** is a harness that gives owners a leg up on helping dogs with compromised hips and hind legs. Comfortable to wear for extended periods of time, the harness can be used to assist dogs who are aging, recovering from injuries, or rehabilitating from surgery (www.helpemup.com).
- **On The Package LLC**, gives pet owners and lovers the chance to immortalize their best friend onto a Milk-Bone box or ornament. (www.onthepackage.com).

- Makers of quality foods and pet care products, **Iams** strives to know pets better than anyone in the industry. All ingredients undergo rigorous inspection and Iams is supported by organizations from the American Kennel Club to the Animal Medical Center (www.iams.com)
- **Bamboo Pet** (part of the **Munchkin, Inc.** family) is proud to announce the launch of their newest product, the Auto Close pet gate, which features a unique gravity-fed hinge that closes the gate automatically. Having been pressure tested for strength and fortitude, this gate is unlike anything else in the pet marketplace right now (www.bamboopet.com/home).
- **The Inquisitive Canine** teaches canine “parenting” skills to pet owners. Their ‘Out of the Box Dog Training Game,’ the ‘pawsitive training solution for owner and dog,’ is designed to help owners implement established dog training techniques that reward both owner and dog (www.inquisitivecanine.com).
- Different from every other pet food, **Canine Caviar** is a raw meat diet in dry kibble form. This true holistic diet offers the most digestible dry food on the market. Canine Caviar also provides holistic Buffalo Stix chews (www.caninecaviar.com).
- **Swheat Scoop** is an all-wheat biodegradable, flushable cat litter, so natural it is 100% edible. Natural wheat starch provides clumping and natural enzymes eliminate odor. Helps prevent asthma, eye tearing, coughing, sneezing and skin irritations in cats. (www.swheatscoop.com).
- Giving a timid cat or dog a haircut can be almost impossible and professional groomers are expensive. **ScaredyCut’s** patent-pending barber scissors feature a plastic ‘no-cut’ guard that keep the cut on the coat and away from the skin. (<http://scaredycut.com>).
- **The Honda Element** lineup expands for the 2010 model year with an all-new “Dog Friendly™” pet accommodation system with a soft kennel for the cargo area, cushioned pet bed, extendable ramp, rubber floor mats and seat covers with toy bone pattern and dog friendly exterior emblems (www.honda.com).
- **Deborah Lindquist Fashions** – Haute couture eco fashion designer to many human celebrities, Deborah Lindquist’s dog sweaters are worn by Paris Hilton and Hillary Duff’s canine companions. Made out of recycled cashmere with leather, stud and colored cashmere appliqués, they are limited editions and one of a kind (www.deborahlindquist.com).
- The makers of **BarkCode** created the world’s first universal pet identification system with smart phone technology. Barkcode gets a lost pet to home without having to implant a microchip or without the fear that a scanner may not read your pet’s brand of microchip (www.barkcode.com).
- **Great Health Works** – Makers of an all-natural Omega 3-rich supplement to support aging doggie joints, **Mussel Dog** helps put the bounce back into older dogs and helps relieve inflammatory joint pain (www.musselldog.com).
- **Platinum Pets** – Metal finish experts, **Platinum Pets** makes vibrantly colored, powder-coat finished mix and match dog bowls and collars. Electric and aqua blue for Bowser, gun metal black for Bandit, bubblegum pink for Petula not to mention the 24K gold powder coated set for Princess (www.platinumpetsusa.com).
- **H2O4K9 Inc.** - makes a lightweight stainless steel water bottle with a unique elongated cap that doubles as a lickable water dish for a dog. The **H2O4K9** is the only travel water bottle specifically designed for a dog’s natural drinking style (www.h2o4k9.com).

- **PAL-cAIR** odor eliminator sprays for birds use a completely new and highly complex formula of 67 million naturally occurring bacterial microorganisms. They work on odor as in nature, by starving the stink without killing the good bacteria needed to complete the process of decay. (www.pal-cair.com).
- **Beak Appetit**, now part of the **Gourmet Pet Supplies LLC** family, specializes in providing the most natural, nutritionally complete diet for companion birds on the market. Specially formulated, human grade, cooked mixes without any fillers provide everything birds need to prevent the malnutrition they often suffer (www.gourmetpetsupply.com).
- **PKB Animal Health** is the manufacturer of Zymox which utilizes a patented antimicrobial enzyme system that naturally combats chronic pet ear ailments. Biotene Veterinarian Oral Care, which originated from a human product, naturally prevents and removes pet plaque and eliminates bad breath (www.petkingbrands.com/).
- **Bowser Go Potty** – an indoor dog restroom, **Bowser Go Potty** is made of a swath of synthetic grass covering a drainage grid box. The “grass” is covered in a natural animal attractant which encourages pets to cover the scent with its own, thus learning learn to use the potty. Portion of proceeds benefit the SPCA (www.bowsergopotty.com).
- Made of the same indestructible non-toxic rubber as Kong Toys, **Chewber** is a frisbee, water bowl and food dish all in one (www.chewber.com).

“I have created these events to help reporters source great products and meet the entrepreneurs behind them at one time and in one place,” said Consumer Product Event’s founder, Alyson Dutch. “For products, there isn’t anywhere in the US where one would find all these reporters at once, and no publicist who would ever give away their contacts, but that’s what we do!”

Consumer Product Events (www.consumerproductevents.com) connects consumer packaged goods with the press who are looking to report about them. Created by PR veterans whose clients have included everyone from Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting, and Michael Douglas -- we know how to get the media’s attention. Our series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters and, best of all, showcasing products with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available; our events cover over 15 industry categories and exposes product to the most influential reporters in just one day.

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