

FOR IMMEDIATE RELEASE
June 26, 2012

Media Contact:
Kerry Sutherland
Kerry@ksutherlandpr.com
775-848-0905

“Fourth of July Fireworks, THE Biggest Day for Pet Stress,” States Thundershirt
-Leader in Pet Stress Relief Products Offers Tips for Calming Furry Friends during Firework Festivities-



Durham, N.C. (June 26, 2012) – The busiest time of year for pet stress is the 4th of July. Loud noises from fireworks can be frightening to anyone, but especially to our pets that have a heightened sense of hearing. They may panic, feel anxious, bark uncontrollably, chew through leashes, dig under fences & run away, claw destructively, suffer seizures, or run into traffic trying to escape the scary sounds. Don’t let this happen to your pet.

“Thundershirt for dogs and cats is the simplest solution for pet fear and anxiety,” said Phil Blizzard, founder of Thundershirt. “We know pet anxiety is a big problem on the 4th of July, and now there’s a solution available.”

With its patent-pending design, the Thundershirt’s gentle, constant pressure has a dramatic calming effect that has already helped tens of thousands of dogs with 4th of July problems. The product is also used and recommended by vets and trainers worldwide. Anxiety experts believe that pressure has a calming effect on the nervous system and may release calming hormones like endorphins or oxytocins.

In addition to having a Thundershirt, the company offers parents the following tips for helping pets cope with the stress of fireworks.

1. **Pet ID.** Make sure your pet has up-to-date identification in case he/she runs away when scared by noisy fireworks. ID can help your pet be returned to you safely.
2. **Avoid Fireworks.** Don't take your pet to events that involve fireworks. Your pet is better off being left home if you are going to partake in firework festivities.
3. **Crate Your Dog.** If you regularly crate your dog, he/she may find the crate a place of comfort during fireworks. Make sure his favorite toy is available for further distraction.
4. **Don't Leave Pets Outside.** Keep pets inside as much as possible during fireworks displays. The insulation of your home will help drown out the noise and make your dog feel more secure.
5. **Don't Scold a Scared Pet.** This will scare and confuse a dog and reinforce fearful behaviors.

For a limited time, the company is offering FREE shipping to pet parents who would like to try Thundershirt for the 4th of July. Pet lovers can take advantage of this offer now by visiting www.thundershirt.com.

The **Thundershirt for Dogs** is available in sizes XXS to XXL, and is sold in Heather Grey, Blue Polo and Pink Polo. Suggested retail is \$39.95. The **Thundershirt for Cats** is available in sizes S, M and L, and comes in Heather Grey. Suggested retail is \$39.95. Both products can be personalized with custom embroidery for an additional charge.



Visit www.Thundershirt.com for more information, or contact Kerry Sutherland at K. Sutherland PR, Kerry@ksutherlandpr.com or 775-848-0905 to request a product sample, high-resolution image or interview.

- ### -

About Thundershirt

Founded in 2009 in Durham, N.C., Thundershirt's mission is to bring relief to the millions of dogs, cats and their families struggling to cope with dog anxieties. The Thundershirt is designed to apply a constant, gentle pressure to a dog or cat's torso creating a dramatic calming effect for

most users. Thundershirt continues to investigate dog and cat anxiety and fear issues with scientific-based studies and surveys from recognized veterinarians and customers. Thundershirt has already helped hundreds of thousands of dogs across the country and around the world.

The company also donates thousands of Thundershirts and funding to rescue groups and shelters to help these organizations manage their dogs' anxieties and find permanent homes. Thundershirts are sold online at www.thundershirt.com and by retail stores, veterinarians, trainers and kennels across the country.