



Peterborough Fire Department

Media Release

FOR IMMEDIATE RELEASE

April 7, 2008

Peterborough, ON --

PETS TO BREATHE EASIER IN PETERBOROUGH

Fire Stations in Peterborough Receive Donated Pet Oxygen Mask Kits

WHAT:

Fire stations in the City of Peterborough will receive animal rescue oxygen masks through a donation from Invisible Fence of South East Ontario. Mask kits are to be presented to Fire Chief Lee Grant. Fire Department personnel will demonstrate how the masks are used on their canine and feline friends that will be visiting the Fire Department Headquarters.

WHO: Peterborough Fire and Rescue

WHEN: Friday, April 11, 2008 at 1:30 p.m. at the Peterborough Fire Department

BACKGROUND:

It is estimated that in 2006 in North America more than 40,000 pets died in fires; most succumbed to smoke inhalation. In most areas, emergency responders are unequipped to deal with the crisis. The donation of these specially designed and potentially lifesaving Animal Oxygen mask sets will enable Peterborough's first responders to efficiently administer oxygen to a stricken animal.

This donation was made possible by Invisible Fence Brand of South East Ontario whose commitment to pet safety extends beyond electronic pet containment by funding deserving projects that help to save the lives of pets.

PHOTO/INTERVIEW OPPORTUNITIES:

Fire Department personnel will demonstrate how to apply the mask to a dog and explain how the oxygen mask works.

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For further information please contact the undersigned:

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