

Pet Poetry Contest for Kids Launches

Pet industry group wants children to write what they love about their pets.

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Attention budding poets! The American Pet Products Association (APPA) has a challenge for children: Write a poem about a special pet in your life for a chance to win prizes for yourself, your pet and your classroom.

APPA, a pet industry trade association, has kicked off its 2nd Annual Children's Pet Poetry Contest. The contest is part of APPA's Pets Add Life campaign, which aims to increase pet adoption and responsible pet ownership by promoting the benefits associated with pets.

"Our goal with the Pets Add Life campaign is to help engage our nation's youth in the joys and benefits of pet ownership," said APPA President Bob Vetere. "Last year we received a great response to the contest from students, parents, teachers and principals alike, and we're looking forward to another great year of creative pet poems by inspired children across the country."

Children in grades 3-5 are invited to write a poem about their pet — what they love about it, the joys it brings — and post it online. Poems can also be mailed to Pets Add Life, 45 Winter St., Reno, Nev. 89503.

Deadline for submissions is 5 p.m. EST Jan. 15.

Two students in each grade level will be selected as winners. Winners will receive pet products and a by-line in a nationally circulated publication. In addition, the six winning students' classrooms will each receive \$1,000 to spend on pet-related education.