

## Pet Sitters International to Use Garfield Image

**Classic cartoon cat will appear in organization's literature.**

Posted: February 9, 2010, 3 a.m. EST

Pet Sitters International (PSI), the world's largest educational association for professional pet sitters, has announced that it will begin using characters from the Garfield comic strip in its member programs, products, campaigns and events to help members market their services.

The use of the characters is made possible by an agreement between PSI and Paws Inc., the company that founded Garfield.

"PSI is all about educating our members and our members are all about pampering their clients' pets," said Terry Chance, PSI marketing director. "Garfield is definitely an intellectual cat who wants the best treatment possible. We are delighted about the opportunity to work with the Garfield characters. They are fun, lovable and extremely well known among pet owners."

According to a release, as part of its member benefit offerings, PSI seeks out programs and partners that bring the greatest value to its members, to the association and to the industry. Paws Inc. looks for partners that will strengthen Garfield's presence in the marketplace and who combine "professionalism with a dose of fun."

Garfield is one of the most beloved and enduring animal icons in the world, and the "Garfield" comic strips have been syndicated globally. Garfield can also be found in the pages of CAT FANCY magazine, where his column, Garfield Weighs In, is published.

To learn more about PSI or to locate a pet sitter in your area, visit the organization's website.