

Collar Sales to Benefit Cancer Research

At least \$2 per collar will go to the Animal Cancer Foundation.

Just as many people today wear colorful wrist bands to support cancer causes, now your four-footed friends can join the movement to support research on cancer survival.

Bright orange Pet4Pets charity collars sold at pet supply stores, veterinarian offices and online pet shops will raise funds for new cancer cures for pets. Collar sales will help fund the Animal Cancer Foundations mission to support cancer research.

An estimated 12 million cats and dogs are diagnosed with cancer annually, and more than 50 percent of pets more than 10 years old die from cancer, which is the number one cause of death among pets according to the U.S. National Cancer Institute.

At least \$2 per collar will be donated to the Animal Cancer Foundation to work on better cancer cures for pets. Since 65 percent of pet owners surveyed said they would buy the charity collars for this kind of cause, we believe that customers will appreciate the pet supply retailers, veterinarians, advocacy groups and online merchants who will sell these products, Jamie Bishop, general manager of Genia, the maker of Pet4Pets brand products, said in a statement.

For more information or to purchase the collars, visit www.pet4pets.com.

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