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## PRESS RELEASE

### PetSafe's Heatwave Safety Alert: Protect Your Pets from Heatstroke

**DECEMBER:** With soaring temperatures and heatwaves expected this summer, PetSafe urges pet owners to prioritise their furry friends' well-being. Heatstroke poses a serious risk to pets during hot spells, and PetSafe offers these vital guidelines:

#### Recognise Heatstroke Signs

Heatstroke can affect all pets and is a life-threatening condition. Look out for symptoms like excessive panting, drooling, restlessness, pale or red gums, breathing difficulties, vomiting, and weakness. Cool your pet with tepid water and seek immediate veterinary help if you suspect heatstroke.

#### Keep Your Pet Safe

- Avoid outdoor exercise during extreme heat.
- Check pavement temperature before walks.
- Provide shade, ventilation, and fresh water.
- Never leave pets in parked vehicles, where temperatures can double the outside heat, and even mild days can turn deadly in just minutes.

Statistics reveal that in Australia, hundreds of pets suffer from heatstroke each year due to negligence and being locked in hot cars. Shockingly, the overall survival rate in dogs with heatstroke is approximately 50%. This emphasises the importance of prevention.

Heatstroke is a preventable condition, so ensure your pet has free access to both water and shade during the hot summer months. Protect your pets from sunburn, especially those with white or thin coats and pets with light-pigmented noses and eyelids, and ensure all animals have access to cool, shaded spaces.

Help keep your pets safe this summer by following these tips from PetSafe.

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For media inquiries or product reviews, please contact Amanda Kuhn, PR and Media, at [amanda@missymischief.com](mailto:amanda@missymischief.com), 0410 570 993.

#### About PetSafe®

PetSafe® is a global pet product expert with its Australian headquarters on the Gold Coast, Queensland. Wide-ranging innovative products are available across the PetSafe® product portfolio, including training, containment, and lifestyle and wellbeing product solutions. Visit [au.petsafe.net](http://au.petsafe.net) for further details or connect on Facebook or Instagram.