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PRESS ANNOUNCEMENT

DR. KATRINA WARREN JOINS PETSAFE® ANZ AS SPOKESPERSON FOR THEIR ANNUAL PET HYDRATION AWARENESS MONTH



AUSTRALIA: PetSafe® ANZ is excited to announce beloved Vet and TV Host Dr. Katrina Warren as their official spokesperson for the annual PetSafe® Pet Hydration Month awareness campaign throughout January/February 2024.

Dr. Katrina Warren, a highly respected veterinarian best known for her extensive work in the media as a presenter and spokesperson across TV, radio, print, and online, is also an accomplished author with four books on pet care and well-being. Katrina has devoted her career to strengthening the bond between pet parents and their animals, which aligns perfectly with PetSafe®'s mission to raise awareness about pet hydration and well-being.

"Pet Hydration Month is a pivotal event in the PetSafe® calendar," comments PetSafe® ANZ Marketing Manager Sarah Ambler. "We are thrilled to collaborate with Dr. Katrina Warren, a renowned veterinarian and media personality, who shares our dedication to improving the lives of pets and their owners."

"I am deeply passionate about pet health and safety and thrilled to be a part of this awareness campaign with PetSafe," expresses Dr. Katrina Warren. "My goal is to assist PetSafe in sharing invaluable insights and simple tips to help safeguard your pet's health".



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During the summer, veterinarians across Australia witness an increase in dehydration and heat exhaustion cases among domestic pets, which can be fatal if left untreated. PetSafe® Australia's Pet Hydration Month aims to educate pet owners on how to effectively manage their pets' hydration needs during the warmer months, potentially preventing visits to the veterinarian.

Running through January and February, Dr. Katrina Warren, in partnership with PetSafe®, will release a wealth of tips, tricks, and information, including insights into your pet's hydration needs, methods to keep your pet cool throughout the day, early signs of dehydration, and strategies to encourage your pet to drink.

PetSafe®'s Pet Hydration Month runs through January and February 2024. Stay updated by following PetSafe® ANZ on Instagram (@petsafeanz) and Facebook (@PetSafeANZ).

Interviews with Dr. Katrina Warren can be arranged on request.
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For media inquiries, product reviews, or images, please contact Amanda Kuhn, PR and Media, at 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 petsafe.com/au for further details or connect on Facebook or Instagram.