



Advanced Wag'N Methods To Acquire Pet Oxygen Masks

HERNDON, VA [November 17, 2009] -- *Wag'N Enterprises is taking new steps to increase awareness about its pet oxygen mask program and unleashed new methods to provide funding for first responders that are not budgeted to acquire the pet saving kits.*

Losing a pet in a house fire can be a devastating experience. As most pet owners leave their furry companions home alone when they go to work, pets are left to fend for themselves in the event of a house fire. Although installing 'rescue alert stickers' may seem sufficient to some, the pet's life is not assured. Unlike humans looking to run out during fires, pets instinctively look for a hiding place to protect them from the fire.

Over 40,000 pets each year die of smoke asphyxiation. Even if the firemen were able to get pets safely out of the burning structure, they would not be able to revive them without a pet oxygen mask. These cone-shaped masks can be used both on conscious pets that have suffered from smoke inhalation and pets that need to be resuscitated after losing consciousness as a result of their exposure to the dangerous toxic fumes. The latter can be achieved by applying a standard disposable bag-valve-mask to further diminish the chances for contamination of the equipment and the need for mouth-to-snout resuscitation. Wag'N O2 Fur Life wants to put pet oxygen masks on every emergency vehicle, but they need the public's help.

Wag'N Enterprises, LLC started its At-Cost pet oxygen mask O2 Fur Life donation program to ensure the successful continuity of rescue operations after first responders rescue animals out of burning homes. Since the company unleashed its Wag'N O2 Fur Life program in February 2008, the company provided pet oxygen mask kits to five (5) departments in the continental United States and two(2) to Canadian Departments. The Sacramento Community Emergency Response Team (CERT) has been the only department applying and receiving funding from Wag'N Fellowship Fund. Wag'N Enterprises raised the funds to help the department obtain the five kits it needed by organizing a charity dog wash at Bark'N Bubbles Dog Wash in Herndon, Virginia in mid July.

Ines explains, "Fire departments are generally not allowed to spend tax dollars to purchase or acquire equipment not aimed at saving human lives. As a result they rely on donations to enable them to carry these pet oxygen masks in their fire trucks and rescue vehicles."

In order to raise funds for the pet oxygen mask donation fund (aka: The Wag'N Fellowship Fund) Wag'N Enterprises already allocates one percent of every Wag'N Rover Respond'R (www.RoverRespondR.com) annual membership fee and will allot five dollars of each PetTech First Aid class it will provide in 2009. "Wag'N strives to make its approach to pet emergency management all encompassing. A Wag'N Ready pet owner has the necessary tools and skills that will help him/her mitigate, prepare for and respond to pet emergencies. The complete picture includes having an emergency plan in place should the primary care taker of the animal become temporarily and/or permanently incapacitated; having the necessary tools and skills to prevent further injury and help save pet lives, as well as promoting safe animal rescue amongst first responders" said De Pablo.

Available in all fifty states and Canada, Wag'N O2 Fur Life Program acts as a distribution mediator providing firemen and other emergency personnel with the ability to carry pet oxygen in their emergency vehicles. In 2009 Wag'N Enterprises hopes to provide more kits and increase awareness across North "Because the pet's life you save could be your own!" De Pablo said

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