

Wag'N Enterprises Aims to Benefit Morris Animal Foundation's Canine Cancer Campaign

Wag'N Enterprises LLC, a Herndon, Va.-based provider of pet-safety products and services, has partnered with the Morris Animal Foundation to help raise awareness and funding for the foundation's Canine Cancer Campaign.

As part of the partnership, Wag'N Enterprises is donating a portion of the proceeds from its pet-first-aid kits to the Denver-based animal foundation. The money will go toward the Canine Cancer Campaign, which aims to help find a cure for canine cancer in the next 10 to 20 years. In addition, the foundation is providing Wag'N Enterprises with material



on canine cancer to use in the company's first-aid courses.

As of June 1, Wag'N Enterprises began donating \$2 from the sale of each Wag'N Well Fed MayDay Pet First Aid Kit and \$1 for every Wag'N Skinny Mayday First Aid Kit.

First-aid kits purchased

through the Wag'N Enterprises website, www.wagn4u.com, results in an automatic donation. Customers purchasing the kits through brick-and-mortar stores have to fill out an on-packaging reply form. Donations will be made in the customer's name unless he or she wishes to remain anonymous.

Wag'N Enterprises' president Ines de Pablo said the partnership with Morris Animal Foundation is open-ended.

"We have a license agreement with Morris to use their logo," de Pablo said. "Marketing-wise, we expect sales to increase so that it is affordable for us to keep doing this."