



HOW MANY PETS DIE PER YEAR FROM SMOKE INHALATION FACT FINDING MISSION

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No one knows exactly how many pets perish every year from smoke inhalation. Many sites, including ours, have in so far used the 40,000 figure.

After some extensive research on the matter, an unnamed "Animal Advocacy Group" is mentioned as the origin of this number. See article [here](#). (Scott Williams no longer works for the Milwaukee Journal Sentinel).

As the article dates back to early 2007, the figure cannot be considered up-to-date and accurate in 2010.

Additionally, as the US Fire Administration ([USFA](#)) and the National Fire Protection Association ([NFPA](#)) do NOT maintain or survey fire fighters for pet fatalities following a residential fire, the accuracy of the statement is furthermore challenged. The American Veterinary Medical Association ([AVMA](#)) does not keep such records. The American Pet Products Association ([APPA](#)) does not include the topic in its extensive industry survey.

As none of the most recognized entities in this field cannot back up this information, Wag'N is hereby officially retracting any and all mentions of the statement "Over 40,000 pets each year die from smoke asphyxiation" until we receive evidence that this statement is indeed up-to-date and statistically significant. We invite other companies and groups providing pet oxygen masks from refraining to use this figure unless they factually bring forth evidence demonstrating its accuracy.

However, we do consider that all living beings deserve our help in a time of need and that the loss of one pet member of the family is too much!!

The lack of current accurate statistical findings should not deter us from doing what's right and should encourage us to petition that these statistics be kept in order to learn more in this field. This will allow greater awareness on how pets contribute and are victimized by fires nationwide.

By making sure that every first responders in North America is equipped with Pet Oxygen Masks you will help us make pets statistically significant!

Ines de Pablo
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