



Bissell Conducts Online Dog Photo Contest

Weekly winners will receive a new vacuum and the winning dog will appear on vacuum packaging.

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Vacuum company Bissell is conducting an online contest in an effort to find a pet to feature on its new Pet Hair Eraser Vacuum package. Now through April 22, 2008, pet owners can e-mail pictures of their pets to Bissell for a chance at the grand prize as well as weekly giveaways.

Based on an online poll, the Most Valuable Pet Photo Contest will award a new vacuum each week to the pet owner whose pet photo receives the most votes. The top five photos receiving the most votes will be entered into the final selection process. Bissell officials will choose the grand prize winner based on expression, overall appearance, and condition of coat. In addition to appearing on vacuum packaging, the grand prize winner will have a \$10,000 donation made to the pet cause of their choice.

"We're all pet lovers at Bissell and we're thrilled to develop a program that brings our affection for pets to life by featuring them on our site and on our package," said Jim Krzeminski, executive vice president of product development, sales and marketing.

To enter the contest or to participate in the online voting, visit www.bissell.com