

Pet Safety Group Gives Away Dog Products

Advocacy group Bark Buckle Up will hand out pet travel and safety products at the New York International Auto Show.

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Bark Buckle Up, a California-based pet safety advocacy group, will give away more than \$20,000 in travel and other products from the Volvo booth at the New York International Auto Show, Friday, March 21. The group forged a partnership with Volvo, which offers pet seat options in some of its car models. It plans to name Volvo its "Pet Safe Vehicle of Choice in America" at the show.

Bark Buckle Up was founded a year ago and is in the process of applying for its 501c3 status. It uses pet focus groups to test pet products for safety and quality. If an item passes, it wins the manufacturer a Bark Buckle seal of safety, which can be used in its marketing and advertising literature. Bark Buckle Up then accepts the product into its lineup.

Although it does not sell products, Bark Buckle Up uses its member companies' items in safety demonstrations and giveaways. At the New York auto show it will distribute pet car seats, carriers, harnesses, and other safety and travel items from ZoomBak Pet Buckle, FurryTravelers, SleepyPOD, Kurgo, PrecisionPet, WellnessPetFood and PetEgo.

In addition it will give away gift certificates for free pet safety items at Le Pet Spa in New York.

"The mission of Bark Buckle Up is to save pets' lives by promoting responsible pet travel safety," said Christina Selter, co-founder of Bark Buckle Up. "In an accident, an unbuckled pet can become a projectile, risking serious injury to your pet, the driver, passengers, and to emergency crews."

Selter recently returned from the Chicago auto show where Bark Buckle Up held a similar event with Volvo. She said more pet safety demonstrations were planned for the coming year.

"Thousands of pets die each year in traffic accidents because they were not restrained, just like 'Click It or Ticket,' safety belts save lives," she added.

At the auto show, Bark Buckle Up will also distribute the fourth annual Cesar Five Dog Bone Awards to recognize pet-friendly travel and product services in seven categories: airline, automobile, destination, hotel, product, resort, and animal shelter.

The show will be held at the Javits Center on 11th Avenue between 34th and 39th streets in Manhattan. It is open to the public March 21 to March 30, 11 a.m. to 10:30 p.m. (Sundays, 10 a.m. to 7 p.m.). Admission is \$14 for adults and \$4 for kids 12 and under. Pets are not allowed. Volvo's booth number is 206.