



MEDIA ADVISORY

Chicago Auto Show Goes to the Dogs

Who: Bark Buckle UP's Founder Christina Selter "Pet Safety Lady", Brandy Schaffels of AskPatty.com, Sheriff Patrick Perez with Marshall the Bomb Sniffing Dog plus two dozen other furry friends hopping in and out of cars, stealing the show.

What: Press Conference 2010 Pet Safe Choice Awards, the hosts will present the awards for Pet Safe Vehicles, Retailer, Airline and Hotel plus live pet travel safety demonstrations and expert advise.

When: February 10th, 2010 5:00pm

Where: Grand Concourse Media Stage in McCormick Place

The Pet Safety Awards are presented to premium products and services each year and are tested and selected by judges including first responders, pet experts, safety and travel experts. During testing, Bark Buckle UP has created video footage of each vehicle along with dogs, demonstrations, and vehicle highlights, available online: www.BarkBuckleUP.com

Millions of Americans love pets. Bark Buckle UP, the organization dedicated to pet travel safety, the leader in pet safety education and travels the country to work closely with first responders, safety experts and pet industry leaders. Bark Buckle UP was created to educate the public that pet safety is connected to human safety. In a car crash, an unrestrained pet can be seriously injured, but that pet can also injure human passengers or first responders such as firemen. Equally dangerous is the fact that an unrestrained, injured pet can escape from a wrecked car and cause another collision or bite.

2009 Bark Buckle UP Pet Safe Awards will go to:

- Top Ten Pet Safe Vehicles of Choice
- Pet Safe Hotel of Choice
- Pet Safe Airline of Choice
- Pet Safe Retailer of Choice

Statistics:

- 35 MPH accident with a 60-pound pet unrestrained becomes a 2,700-pound projectile
- 98% of dogs do not travel properly restrained in a moving vehicle
- Driver distraction causes more accidents than any other issue
- 82% of pets travel on vacation with their owners
- Pet friendly lodging has increased 300% since 2005
- Over 70 million homes in America have a pet

Media attending will receive a doggie bag/media kit after the awards conclude, plus a set of pet oxygen masks to donate to their local fire department.

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ABOUT: Christina Selter, "Pet Safety Lady," founder of Bark Buckle UP, Bark 10-4 and the Bark Buckle UP Charity, works closely with Fire, Police, Coast Guard and EMT personnel who support the safety program and has been featured at International Auto Shows, Pet Expos, Television, Radio, News Articles and guest speaking engagements nationwide. Bark Buckle UP is the recognized innovative leader and experts for pet travel safety. Bark Buckle UP educates and promotes awareness for pet safety while traveling with our pets.

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High-res event photos: www.BarkBuckleUP.com/Media

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