

FOR IMMEDIATE RELEASE

CONTACT:

Natalie Hennessy

562.505.2373

Natalie.Hennessy@PetPlay.com



P.L.A.Y. Reveals New Horizon Bed Collection this March

Dare to dream this spring in a cozy new pillow bed

SAN FRANCISCO, CA (February 28, 2017) - P.L.A.Y. (Pet Lifestyle and You) introduces new Horizon Beds to its award-winning bedding collections this March at Global Pet Expo in Orlando, FL in booth #4115. Inspired by nature's deserts, woodlands, seacoasts and lakes, this collection celebrates your dog's free spirit by transforming Mother Nature's rich colors into a beautiful motif for your pup to lounge and recharge.

Whether your dog likes to stretch out, curl up or sleep belly up, this new bed collection gives dogs everywhere the option to snooze freely anyway they choose! Designed for heavy paw traffic, this durable fabric incorporates an interlocking woven pattern that provides lasting comfort for your pup as he dreams of his next grand adventure.

"The Horizon Beds were inspired by our love of nature," says Will Chen, Co-Founder at P.L.A.Y. "This collection utilizes those earthy colors and simple-yet-classic lines to add style to any space, while the woven texture of the fabric adds a touch of ruggedness that would complement a beachside home or cabin in the woods."



Continuing its mission to design products that are comfy for pets, stylish for owners AND better for our planet, the Horizon Bed Collection is filled with P.L.A.Y.'s signature soft PlanetFill™, 100 percent machine washable, and available in four colors and sizes this March online at PetPLAY.com and in local boutiques shortly after. Prices start at \$69 for small, \$99 for medium, \$145 for large and \$189 for an extra-large.

About P.L.A.Y.

P.L.A.Y. is the creator and designer of stylish and eco-friendly pet bedding and toys. Inspired by Momo, the Chief Pug Officer, as well as our office dogs, P.L.A.Y. strives to create pet products that are unique and tailored to discerning pet parents who are not only looking for products that are great for their dog and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspective. To view P.L.A.Y.'s complete line of award-winning products, visit PetPLAY.com.

###

FOR IMMEDIATE RELEASE

CONTACT:

Natalie Hennessy

562.505.2373

Natalie.Hennessy@PetPlay.com



P.L.A.Y. Releases Safari Toy Collection at Global Pet Expo in Booth #4115

It's going to be a jungle out there this spring

SAN FRANCISCO, CA (February 28, 2017) - P.L.A.Y. (Pet Lifestyle and You) is releasing a fiercely cute Safari Toy Collection this March at Global Pet Expo in Orlando, FL. Get ready for a wild time as dogs test their boundaries and roar with excitement at playtime for this new fur-ocious toy set featuring wildlife creatures in the shape of a Zebra, Lion, Giraffe, Elephant and Crocodile.

These cuddly companions will stand out against the pack not only in their mighty size, but with their unique sounding supersized squeakers! Unlike P.L.A.Y.'s previous toy collections, these animal-shaped toys house larger, more durable squeakers that omit different sounds to surprise and engage dogs for hours of rambunctious fun. In addition to louder squeaks, prepare for some extra tugging fun with Fido as each toy features sliding hind limbs that are sure to satisfy your furry king or queen!



“Playtime is the best part of a dog’s day and should be a fun experience for both two and four-legged friends,” said Office Manager and Controller Jan Corder. “We decided to let our imaginations run free with this new collection, so you’ll find features that can’t be found in any other toys we’ve created like the adjustable limbs made of high-tensile strength cotton rope to support interactive play.”

In line with P.L.A.Y.’s continued commitment to helping animals in need, 2% of the purchase price of the Safari Toy Collection will benefit the International Fund for Animal Welfare (IFAW). All plush toys feature eco-friendly stuffing and AZO-free dyes, while being 100 percent washer and dryer friendly. Toys will be available individually at \$14.90 each or in a gift box set at \$69.00 this March on PetPlay.com and in local boutiques shortly after.

About P.L.A.Y.

P.L.A.Y. is the creator and designer of stylish and eco-friendly pet bedding and toys. Inspired by Momo, the Chief Pug Officer, as well as our office dogs, P.L.A.Y. strives to create pet products that are unique and tailored to discerning pet parents who are not only looking for products that are great for their dog and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspective. To view P.L.A.Y.’s complete line of award-winning products, visit PetPLAY.com.

###

FOR IMMEDIATE RELEASE

CONTACT:

Natalie Hennessy

562.505.2373

Natalie.Hennessy@PetPlay.com



P.L.A.Y. Dishes Out Two Classic Toy Collections at Global Pet Expo in Booth #4115

Prepare for food frenzy this March

SAN FRANCISCO, CA (February 28, 2017) - P.L.A.Y. (Pet Lifestyle and You) dishes out its new International Classic Toy Collection this March at Global Pet Expo in Orlando, FL. as an expansion pack to its popular American Classic Toy Collection. This spring, P.L.A.Y. presents eight mouthwatering food-shaped toys to initiate the ultimate food fight between canine and man!

Indulge your pup in a tempting buffet of exotic foods from around the world without upsetting their sensitive tummies! P.L.A.Y.'s new International Classic Toy Collection features three food-shaped favorites including a pretzel, taco and sushi. Add an entertaining flair to Taco Tuesday by having your pup make his own taco with fun detachable components or let the good times roll over the last pieces of sushi, connected together by a sliding rope, for a fishy game of tug-of-war. Toys will be available individually ranging from \$9.90 to \$13.90 or in gift box sets for \$33.30 this March on PetPlay.com and in local boutiques shortly after.



Who doesn't enjoy a scrumdiddlyumptious nom once in a while? P.L.A.Y.'s popular American Classic Toy Collection is for the dog foodie in your life! Say goodbye to that Paleo diet and spoil your pup with a good ol' juicy burger, drumstick, and hot dog with a side of fries. Wash all that greasy goodness down with a milkshake! It won't be hard to entice your pup's senses with the funny giggle stick sound in Fluffy's Fried Chicken, cool detachable components in the Barky Burger and Hot Diggy Dog and amusing crinkle paper found in the Frenchie Fries. Toys are available on PetPlay.com individually ranging from \$7.90 to \$14.90 or in gift box sets for \$49.90 on PetPlay.com, as well as in local boutiques.



"Playing with your food is always a good idea and now we've made all of your favorite foods dog-friendly," said Associate Sales Director Lisa Hisamune. "The best part is these toys challenge your furry friend during playtime by introducing new sounds, detachable pieces and stretchable parts."

In line with our award-winning toys, both plush toy collections are eco-friendly and stuffed with P.L.A.Y.'s certified-safe PlanetFill® filling made from 100 percent post-consumer recycled plastic bottles. For easy cleaning, they are washer and dryer friendly.

About P.L.A.Y.

P.L.A.Y. is the creator and designer of stylish and eco-friendly pet bedding and toys. Inspired by Momo, the Chief Pug Officer, as well as our office dogs, P.L.A.Y. strives to create pet products that are unique and tailored to discerning pet parents who are not only looking for products that are great for their dog and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspective. To view P.L.A.Y.'s complete line of award-winning products, visit PetPLAY.com.

###