

FOR IMMEDIATE RELEASE

Safety is Always in Style

NAPPS Reminds Pet Parents to Keep Safety in Mind When Adding Style to Fido's Wardrobe

MOUNT LAUREL, N.J.—November 28, 2012 – With colder days approaching, it's becoming increasingly common for even pets to bundle up before heading outdoors. While the figure-friendly argyle sweater may seem like a good fit for Fido, NAPPS is reminding pet parents to keep comfort and safety in mind before stocking the closet with pet clothing and accessories.

The National Association of Professional Pet Sitters (NAPPS), a nonprofit organization dedicated to promoting the welfare of animals, is urging pet parents not to jeopardize safety for style; while it may seem fun or entertaining to dress Fido and Fluffy in skirts and sweaters, keep in mind that safety and comfort should always be the top priority.

"If you chose to dress your pets in clothing, it's important to ensure that the animal is comfortable and is not experiencing limited mobility," said John D'Ariano, president of NAPPS. "Keep in mind that there's a reason animals don't typically wear clothing. Many of the items are made for style and entertainment—not necessarily comfort."

Before purchasing a sweater, rain coat or stylish studded collar, be sure to consider these tips from NAPPS:

- **Respect the Pet:** If your pet isn't interested in wearing that sweet little sweater, you'll know. He or she will use non-verbal communication like never before! Respect your pet and don't force him or her into an outfit. Doing so will only cause stress and other unhappy emotions.
- **Only if the Shirt Fits:** If your pet is willing to wear clothing, be sure it's not limiting mobility. The item should fit comfortably and should not be too tight or too baggy.
- **Hold the Bells and Whistles:** The holiday sweater with glitter and bells may look cute—but keep in mind, the extra accessories could pose a risk to your pet pal's health. Avoid pet clothing with added accessories, when in doubt; remember that simple is generally better.

When it comes time to select a collar for your pet pal, measure the animal's neck and add one to two inches of room, to ensure the collar will fit comfortably. As a guideline, the measurement from the buckle of a collar to the last hole should be as close as possible to the measurement of your pet's neck.

NAPPS reminds pet parents to monitor Fido and Fluffy as they sport their new looks. As pets adjust to clothing or new accessories, it's important to be sure they are comfortable and safe as they strut their stuff.

About NAPPS: NAPPS is the only national nonprofit trade association dedicated to serving the needs of professional pet sitters. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, serving as "the most respected authority in professional pet sitting." It does so by providing the tools and support to foster the success of its members. Additionally, pet

parents can benefit from NAPPS' free resources including a disaster preparedness guide, tips on how to select a pet sitter, and a nationwide referral service,. To find a pet sitter in your area, check out NAPPS' nationwide "Pet Sitter Locator" at www.petsitters.org. For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at facebook.com/TheNAPPS.

#

Media Contact:

Caitlin Watterson

Communications Coordinator

856-642-4218

cwatterson@ahint.com