

News Release

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Springer America Continues Commitment to Dogs in Need with *Springer to the Rescue*

Springer Dog Exercisers Will Benefit Animal Shelters, Rescue Organizations

Raleigh, NC – May 4. Springer America, exclusive distributor of the Springer Dog Exerciser in the US and Canada, has launched “Springer to the Rescue,” a promotion to celebrate National Bike Month by donating Springer Dog Exercisers to animal shelters, rescue organizations, and certified dog foster homes.

Springer fans throughout North America can nominate their favorite K9 rescue groups by writing on Springer’s Facebook wall at <http://www.facebook.com/#!/pages/Springer-America-Inc/79203479339?ref=ts>.

Every Friday in May, Springer America will send two of these groups a free Springer.

“Our goal,” says Springer America President, Kjell Ottesen, “is to show our appreciation to these great organizations that can use the Springer bicycle attachments to exercise their dogs or as raffles for fundraisers.

Purchased by over 600,000 bicyclists, mushers, and K9 corps worldwide, the Springer allows cyclists to enjoy safe rides with their dogs. Featuring a low-mounted, heavy-duty steel spring that absorbs up to 90% of the force of a dog’s unexpected tugs, the equipment allows bike riders to keep their balance, while protecting their pets from traffic, pedals, and wheels.

Ottesen explained that the idea was generated by two recent activities. At Global Pet Expo in Orlando, Fla., several rescue groups visited the Springer booth to explore how they could use the Springer to exercise their dogs. Then, at the SPCA’s K9 3K Walk in Raleigh, N.C., the Springer America team raised money by joining 3,200 people and 1,500 dogs to help save thousands of animals.

In the past year, Springer has donated Springer Dog Exercisers to the Rachel Ray food drive, called the Pet Postcard Project at DogVice.com, as well as to *Urban Mutts*’ “Dog

Vegas Event,” SPCA’s Wake County Fur Ball, SPCA’s K9 3K Walk, and the Middleburg Heights Animal Foundation.

Springer America, based in Raleigh, N.C., sells a full line of Springer products at www.springeramerica.com, including the Chrome Springer Bundle with two arms that enables cyclists to ride with multiple dogs. The black Springer sells to consumers for \$89 via their website. Resellers and distributors are invited to contact Ottesen about wholesale rates at 919-616-0532 or kjell@springeramerica.com.

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