

# News Release

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## How Do Four Paws Plus Two Wheels Equal HollyWOOF?

### *Play SpringerStarPick for Chance to Win Free Springer Dog Exerciser*

September 1, 2009 – Last week, 25 celebs received Springer Dog Exercisers from Springer America as part of HollyWOOF, an event introducing unique pet gifts to high-profile dogs. Springers bring four paws and two bicycle wheels together for safe bike rides, with fitness benefits for humans and pets. Hollywood watchers who visit <http://www.springeramerica.com/SpringerStarPick.asp> and enter their picks about which stars will be most likely to use their Springers will be entered into a random drawing for a free dog exerciser, to be selected on October 1.

Results of the “voting” will be posted daily by Cricket, Springer America spokesdog, on [Twitter](#) and [Facebook](#).

Selected by Los Angeles-based Distinctive Assets to participate in HollyWOOF, a giveaway of unique pet products, Springer America is the exclusive North American importer of the Springer bicycle attachment that allows cyclists to safely exercise themselves and their pets at the same time.

Stars who received the Springer in A-List Doggie Bags include Rachael Ray, Ellen DeGeneres, Oprah Winfrey, Drew Barrymore, Tori Spelling, Charlize Theron, Alicia Silverstone, Miley Cyrus, Ricky Martin, Jai Rodriguez, Paris Hilton, Kathy Griffin, Mickey Rourke, Hayden Penettiere, Martha Stewart, Katherine Heigl, Rachel Bilson, Amanda Bynes, Denise Richards, Mischa Barton, Nicole Ritchie, Fergie, Glenn Close, Hillary Duff, and Jessica Biel/Justin Timberlake.

Used by 600,000 dog-loving bicyclists, mushers, and K9 corps around the world, the Springer has a low-mounted, heavy-duty steel spring that absorbs up to 90% of the force of a dog’s unexpected tugs, allowing bike riders to keep their balance, while protecting their dogs from traffic, pedals, and wheels.

To see the Springer in action, visit the [QuickTime movie](#).

For more information about Springer, visit [www.springeramerica.com](http://www.springeramerica.com). Or contact president Kjell Ottesen at [kjell@springeramerica.com](mailto:kjell@springeramerica.com) or Ellen Zimmerman at [ez@zimm.com](mailto:ez@zimm.com).

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### **About Springer America**

Named exclusive North America importer in 2009, Springer America sells a full line of Springer products and related accessories – including the EzyDog harness and EzyDog Fold-a-Bowl to enhance your bike riding experience -- through its website, [www.springeramerica.com](http://www.springeramerica.com).

Springer America is based in Raleigh, North Carolina. President Kjell Ottesen, a native Norwegian who moved to the United States ten years ago, welcomes inquiries from retailers and consumers.

Springer is on Twitter at <http://twitter.com/springeramerica> and Facebook at <http://www.facebook.com/pages/Springer-America-Inc/79203479339?>