

Press Release

FOR IMMEDIATE RELEASE

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Contact:

Hit Designs - PupnPak
Raquel Bonassisa
Phone: 973-844-9667

Animal Voices PR Firm
Friday Forsthoff
Phone: 530-756-9242

PupnPak – This Holiday’s Hottest Pet Gift Item for Trips with Fido

Belleville, NJ, August 16, 2005 – Yes the holidays are going to come up fast and this holiday season every dog is going to want a *PupnPak* for trips to Grandmas house. It’s a great holiday gift for dog lovers because this cool, hip, bone-shaped design is a fabulous way for the fashion savy pet owner to carry Fido’s take out. The innovative design easily converts from a bag to 2 bowls, for easy access to food or water. Now owners can easily store and transport their dogs’ food, water and treats all in the same stylish bag. It’s great for any activity away from home with your dog. Make holiday travel with your dog easier this season.

“It’s paws-itively perfect as a gift for all four-legged family members. It will definitely be a great conversation piece around the holiday table,” said Raquel Bonassisa, owner of Hit Designs the maker of *PupnPak*.

The product idea came out of the need to find an easy way to go out for the day with all the essentials for Raquels’ dog Mimi her little Yorkshire Terrier. She was always looking for containers to hold her dogs’ food and water, plus an extra 2 bowls to put it in later. So one night, being a designer, she used her creativity to design something to make her life easier, but it also had to be something functional and cool so she made it into the shape of a bone. It took several prototypes, but the finished product produced responses of; “Wow where did you get that bag”?

The *PupnPak* is affordable, functional and a very hip bag that retails for only \$25. The bags are made of water repellent, strong and sturdy nylon fabric. They come in black with highlights of either pink or blue. Get one as a gift for yourself, or for family and friends by visiting www.PupnPak.com. The *PupnPak* makes it easier to take your dog with you for day trips, on hikes, to the parks, boating, fun at the beach, or visiting friends for the day. Donations from sales are going to Canine Companions for Independence to help train service dogs for people with disabilities.

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