

News Release
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Nordic Naturals® Announces What's Essential™ Rescue Pet Photo Contest ***Contest Celebrates Rescue Dogs, Supports Non-Profit Paws for Veterans***

Watsonville, CA (June 26, 2013) Nordic Naturals®, leading manufacturer of omega-3 supplements for both pets and people, will hold the “What’s Essential™ Rescue Pet Photo Contest” June 28-Aug. 1 on Facebook. The company invites people to submit photos of their rescued pets and, at the same time, support Paws for Veterans, Inc., a non-profit organization that gives rescue dogs new purpose as service dogs.

People who have opened their heart to a rescue dog or cat can upload photos of their pets between June 28 and July 18. Fans are invited to vote for a winning cat and a winning dog from July 19–31. For every vote, Nordic Naturals will donate \$1 to Paws for Veterans (www.pawsforveterans.com), with a guaranteed donation of \$5,000.

Paws for Veterans, Inc. provides service dogs to veteran and active-duty service members struggling with post-traumatic stress disorder, traumatic brain injury, and physical disabilities. The non-profit organization rescues, rehabilitates, and trains shelter dogs as service dogs for injured veterans.

“We believe that dogs and cats deserve loving homes and that they have incredible love to give,” said Meredith Greiner, Nordic Naturals Marketing Manager. “We are excited about celebrating pets that have been rescued, encouraging more people to do the same, and about supporting Paws for Veterans. It is amazing to see these special dogs find purpose in life and the healing power they offer their new owners through both unconditional love and practical support.”

On August 1, two grand prize winners (one dog owner and one cat owner) will be announced. Each will receive a prize pack that includes:

- A 3-month supply of Nordic Naturals omega-3 pet products and human products
- A copy of either [The Dog Bible: Everything Your Dog Wants You to Know](#) or [The Cat Bible: Everything Your Cat Expects You to Know](#), by pet expert Tracie Hotchner
- A custom canvas painting of their winning pet by Rebecca Fischer of beccavision.com
- A “Mr. Omega-3” or “Ms. Omega-3” pet award certificate
- Assorted goodies for their pet

Based in Watsonville, CA, Nordic Naturals is committed to delivering the world’s safest, most effective omega oils to help provide the essentials of an extraordinary life. Distributing to more than 35 countries, Nordic Naturals offers more than 150 products in a variety of flavors and formulations, all in line with leading standards for safety, efficacy and sustainability. By providing omega oil supplements for adults, kids, athletes, and pets, Nordic Naturals helps everyone do more of what they love. Further information is available at www.nordicnaturals.com. Nordic Naturals is on Facebook at www.facebook.com/nordicnaturals and people can follow the company on Twitter at @NordicNaturals.

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