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## **Goodnewsforpets Anniversary Contest #2 Features Oster “Less Stress” Kit Plus the GNFP Heart-Paw Charm**

*Kit Provides Pet Owners with Stress-Free Grooming Options*

**New York, April 13, 2015** – It’s time to get your pet ready for spring and Goodnewsforpets and Oster, makers of at home grooming pet care solutions can help. Goodnewsforpets continues its 15th Anniversary celebration with an Oster® “Less Stress Kit”, a retail value of \$114, plus the GNFP Heart-Paw Charm. The three contest winners will also select a local shelter or rescue for a donation to be made in his or her name. To enter the contest, simply register at <http://goodnewsforpets.com/osterspringcontest/> by May 1, 2015.

“Goodnewsforpets is delighted in this special anniversary year to partner with Oster, a company with a rich 90 year-old history that continues to provide high quality grooming at-home pet care solutions for today’s pet parents. Oster is the standard for many professional groomers who begin their careers using Oster blades, clippers and trimmers and we are thrilled to offer this promotion to our community,” said Lea-Ann Germinder, APR PRSA, President & Founder of Germinder & Associates and publisher of goodnewsforpets.com.

The featured Oster “Less Stress Kit” includes:

- Oster® Calm Clips - Cordless Power Clipper Kit
- Oster® Gentle Paws Premium Nail Trimmer
- Oster® ShedMonster Professional De-Shedding Tool for Dogs
- Oster® Shed Control Shampoo



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“When it comes to grooming, Oster provides pets and their parents with less stress – which is definitely ‘good news for pets,’” said Alejandro Garcia, product manager for Oster® Animal Care Solutions. “This giveaway is just in time to give dogs a good spring cleaning.”

The Oster “Less Stress” new brand motto emphasizes that the company’s products provide multi-tasking solutions across grooming and pet care product lines. This allows the pet owner user-friendly ways to get the job done quickly so it’s easy for both the pet and the pet parents.

The Goodnewsforpets 15th Anniversary Contest Series was announced at Global Pet Expo, the industry’s largest pet trade show. Each contest will feature a GNFP Heart-Paw charm custom designed by Elena Kriegner. The charm can be worn as a necklace, on a bracelet or on a pet’s collar. Each contest will also feature a pet industry partner with an exciting partner offer. For companies wishing to participate, please contact Lea-Ann Germinder at 212-367-5130.

#### **About Jarden Corporation, Makers of Oster brand products**

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 120 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Greys®, Gulp!®, Hardy®, Invicta®, K2®, Madshus®, Marker®, Marmot®, Mitchell®, PENN®, Rawlings®, Ride®, Sevylor®, Shakespeare®, Stearns®, Stren®, Trilene®, Völk®, Worth® and Zoot®; Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, ProPak®, Quickie®, Spontex®, Tigex® and Yankee Candle®; and Consumer Solutions: Bionaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®. Headquartered in Florida, Jarden ranks #356 on the Fortune 500 and has over 30,000 employees worldwide. For further information about Jarden, please visit [www.jarden.com](http://www.jarden.com).

#### **About Germinder & Associates & Goodnewsforpets.com**

Germinder & Associates is an award-winning New York City based agency that provides strategic counsel, digital publishing content, and national campaigns for niche markets including animal health and pet products. Goodnewsforpets.com curates news of interest and importance to informed pet parents inclusive of the pet industry and veterinary profession. For more information contact Lea-Ann Germinder, President and Founder at [Lgerminder@germinder.com](mailto:Lgerminder@germinder.com) or 212-367-2170.

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