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#GNFP15thAnniversaryContest

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Ceva Celebrates the Dog Days of Summer

Summer Heats Up with Ceva Animal Health & the Goodnewsforpets™ 15th Anniversary

New York, July 3, 2015 – As summer goes into full swing, Goodnewsforpets™ continues its 15th Anniversary celebration with a two-part contest featuring a Ceva Animal Health dog-centric prize pack, plus the exclusive GNFP™ Heart-Paw Charm. Ceva Animal Health and Goodnewsforpets aim to help your pooch enjoy a stress free and relaxing summer. Two winners will be chosen, and along with the pawtastic prizes, the winners will also select a local rescue or shelter for a donation to be made in his or her name. To enter the contest, simply register at [Insert Link Here] by July 19, 2015 and share the contest by using the hashtag #GNFP15thAnniversaryContest!

The featured Ceva Dog Days of Summer prize packs include various products to meet your dog's specific needs, with a focus on skin care and a stress free summer. The first prize pack includes an Adaptil™ collar and diffuser, as well as a copy of the go-to reference book for dog behavior "Decoding Your Dog" from the American College of Veterinary Behaviorists. This pack targets the potential stress a dog may exhibit during summer BBQs, fireworks, or thunderstorms. Timed around the Fourth of July, this is perfect for any pooch that needs a little help keeping calm during summer excitement.

The second prize pack offers solutions to keep your companion's skin healthy all year round. Winners may choose from four DOUXO® categories, to match their dog's skin type: Allergic & Sensitive, Antiseptic, Greasy & Flaky, or Normal skin. The pack also includes a summer supply of Vectra 3D® flea and tick treatment. A single Vectra 3D® application remains effective for one month, even after bathing and swimming. This pack provides the essentials for a healthy and safe summer for any dog, both inside and out.

"Summer is full of stressful situations that can affect a pet's wellbeing, and you have to take special care to protect your pets from parasites and skin conditions that come with warmer

weather. These prize packs will provide solutions for some common issues pet parents face during this time of year. We are pleased to partner with Goodnewsforpets with a terrific promotion for pet owners and their pets. It's a great opportunity to celebrate the Goodnewsforpets anniversary." said Steve Hoffman, Vice President of Marketing for Ceva Animal Health.

Ceva's Dog Days of Summer prize packs highlight a few of their product offerings especially designed to encourage the best care of a beloved companion animal. The Adaptil™ line is the effective, non-drug solution to comfort puppies and adult dogs. The collar is easy to use and convenient, as it releases the dog appeasing pheromone constantly, even when outside. The diffuser helps to nurture the relationship between pet and pet parent, by creating a loving environment and making the home a comforting, sweet place. The Douxo® line of products offers a large choice of formulations for all skin type in convenient no-bathing options

Vectra 3D® products are available through veterinarians and are fast-acting, long-lasting, and provide broad-spectrum protection. They repel and kill fleas, ticks, mosquitoes, biting and sand flies, lice and mites (excluding mange mites). Do not use Vectra or Vectra 3D on debilitated, medicated, pregnant or nursing animals known to be sensitive to pesticide products without first consulting a veterinarian. Do not use on cats.

"Ceva Animal Health offers pet owners a wide range of solutions for pet health issues. We are thrilled they are participating in this contest and look forward to continuing to partner with them to improve the health of pets," said Lea-Ann Germinder, APR PRSA, President & Founder of Germinder & Associates and publisher of Goodnewsforpets.com.

The Goodnewsforpets 15th Anniversary Contest Series features a new contest each month through the site's anniversary month, February 2016. Each contest will feature a partner company's products and/or special offer, a sterling silver GNFP Heart-Paw charm custom designed by Elena Kriegner and a donation to each winner's local shelter or rescue. The versatile charm showcases your pet love and can be worn anywhere such as a necklace, bracelet, or a pet's collar.

About Ceva Animal Health

Ceva Animal Health's key products include the Vectra® line of parasiticides, the pheromone products Adaptil® Feliway® and ConfidenceEQ®, Meloxidyl®, Tildren® (tiludronate disodium) and Altresyn® (altrenogest). Ceva recently acquired Sogeval Animal Health, adding more than 300 products including DOUXO® dermatology products and TRP-TRI-Cox™. The company's North American headquarters are in Lenexa, Kansas. Visit www.ceva.us.

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 212-367-2170 or at Lgerminder@germinder.com.