

**FOR IMMEDIATE RELEASE**  
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## **Holiday Gift Givers More Likely Than Ever to Include Fido**

*-American Pet Products Association (APPA) reveals which generation of pet owners will be shelling out the most for our furry friends this holiday season-*

**(Greenwich, CT)** – According to the American Pet Products Association (APPA) National Pet Owners Survey, more than 50 percent of dog owners and 38 percent of cat owners buy their pets gifts for Christmas or Chanukah. However spending on the four-legged family members is not quite equal across all generations. On average, Generation Y spends nearly twice as much per gift (\$23.50) compared to Builders (\$11.50), Gen X (\$12.89) and Baby Boomers, who spend the least on gifts for dogs. Regardless of budget, that’s a potential of 39 million dogs and 32 million cats making holiday lists this year. To help make preparation easier for all pet gift givers, APPA has found some great options for cats, dogs *and* their human companions this holiday season, and they are all under \$25.



Everyone loves a good treat and **Einstein Pets' Santa's Helper Cookies** will make any dog drool this holiday. These all-natural, corn, soy and wheat-free biscuits are made with turkey, bacon, sweet potatoes, cranberries, cinnamon, chia seed, peas, honey and oat flour. Now pets can be rewarded with delicious wholesome nutrition that won't make them gain the holiday weight.

Price: \$10.99

[www.einsteinpets.com/products/santas-helper](http://www.einsteinpets.com/products/santas-helper)



The **PetSafe® Bolt** interactive laser toy provide hours of fun and entertainment for cats *and* dogs. The laser includes an automatic mode that moves in random directions and a manual mode, which allows owners to create their own customized pattern. This toy is a surefire chase for pets and helps promotes an active lifestyle.

Price: \$22.95

[www.store.petsafe.net/bolt-cat-toy](http://www.store.petsafe.net/bolt-cat-toy)



**West Paw Design** has released their collection of plush **Holiday Toys** perfectly suited to make any pet jolly. These festive toys come in a variety of sizes and designs including a gingerbread man, reindeer and holiday print bears: great gifts for cats and dogs.

Price: \$15.95-\$24.95

[www.WestPawDesign.com](http://www.WestPawDesign.com)



40 percent of all cat owners are without a scratching mechanism for their cat so including the **Holiday Scratchers by Cat Claws** on the holiday list is a must! These scratchers are holiday themed and great for deterring clawing of couches and chairs. Designs include a polar express, a sleigh, reindeer and winter wonderland.

Price: \$19.95

[www.CatClaws.com](http://www.CatClaws.com)



For the active canine on your list this year, consider the **Nerf Dog Tennis Ball Blaster by Gramercy Products**. The high-powered blaster launches balls over 50 feet in the air and provides for hands free pick-up. Just stick the barrel over the ball, push down and it's ready to launch again!

Price: \$24.99

<http://www.nerfpet.com/products.html>



**Pet House Candles by One Furr All** can help eliminate and cover any pet smells during large holiday gatherings. The candles are made from 100% natural soy wax with and have 18 different fragrances including holiday classics like Candy Cane and Evergreen Forest.

Price: \$19.95

[www.onefurallpets.com](http://www.onefurallpets.com)

For more information, product samples, images or interview opportunities, please contact Jamie Baxter at 775-322-4022 or [Jamie@theimpetusagency.com](mailto:Jamie@theimpetusagency.com).

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**The American Pet Products Association (APPA)** is the leading trade association serving the interests of the pet products industry since 1958. APPA membership includes more than 1,200 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following **initiatives**: Pets Add Life (PAL), the Human Animal Bond Research Initiative (HABRI), The Pet Leadership Council (PLC), the Pet Industry Joint Advisory Council (PIJAC) and the Pet Care Trust. Visit [www.americanpetproducts.org](http://www.americanpetproducts.org) for more information.