



24,000 Pet Oxygen Masks Given and Counting

Invisible Fence® Brand Donating Life-Saving Equipment to Fire Depts. for 45th Anniversary

KNOXVILLE, Tenn. (Aug. 20, 2018) – In 1973, a traveling salesman in Pennsylvania began noticing an alarming number of dogs roaming the streets, and soon after developed and patented the first veterinarian-backed electronic pet containment system, [Invisible Fence](#). Fast forward 45 years and today there are **three million safer, happier pets and countless lives improved, including the almost 200 pet lives saved through the [Project Breathe™ Program](#)**, the company's pet oxygen mask donation effort. Since Project Breathe's inception in 2006, 24,000 masks have been donated to first responders and now the company is giving more. **To commemorate its 45th Anniversary, Invisible Fence will equip 45 additional fire departments across the U.S. and Canada with these life-saving devices and embark on a nationwide service campaign to assist pet-related charities.**

45 Days of Service

In addition to the Project Breathe donations, Invisible Fence employees across the U.S. and Canada are combining efforts for "45 Days of Service" in celebration of the 45th Anniversary. Team members are volunteering at animal-related charity events, non-profits, rescue and shelter operations and more. In total, the team has pledged to put in 315 (that's 45 in dog years) volunteer hours in 45 days (Aug. 21 - Oct. 5, 2018). This includes supporting groups such as [Blount County Animal Shelter](#) and [Heidi's Legacy Dog Rescue](#), and hosting pet adoption events across the country.

Nominate Your Fire Dept.

Invisible Fence is giving people the chance to nominate their local fire department to receive one of the 45 oxygen mask kits being donated through this new Project Breathe initiative. Those interested should visit the brand's Facebook page [here](#), now through Aug. 31, 2018. Each year, it's estimated more than 40,000 pets die in fires, most succumbing to smoke inhalation. The reality in most cases is that first responders lack the equipment to resuscitate and save these animals. These donations will give more pets a fighting chance and reduce the number of pet fatalities.



The devices will be used for rescues like the recent one in Centerville, Tenn., where [Centerville Volunteer Fire Department](#) firefighters responded to a structure fire, describing the events, "Homeowners stated that their dog was still inside the home. Firefighters searched for and found the family pet unconscious. Crews removed the dog and successfully resuscitated it using our new pet oxygen masks that were donated by the Invisible Fence company. The dog was reunited with its owners. Red Cross arrived to assist the family." (Photo: Centerville Fire Dept.)

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“For 45 years, we’ve been protecting family pets, including what takes place inside homes,” said Ed Hoyt, director of Invisible Fence® Brand. “We’ve seen how these masks save lives. Our ultimate goal is to equip every fire department across America with these life-saving devices. We are excited to give communities the chance to be a part of these donations for our 45th Anniversary and proud of all of our team members who are giving personal time to help various animal organizations and causes across the country.”

About Invisible Fence® Brand

Invisible Fence pioneered the pet containment industry in 1973, making it their mission to keep pets happy and safe. Owned by Radio Systems Corporation® in Knoxville, Tenn., Invisible Fence predominantly sells containment, avoidance and access solutions in the U.S. and Canada. For the past 45 years, Authorized Dealers have provided professional installation, Perfect Start™ Plus Training and integrated solutions to safely protect more than three million pets. In addition to Shields® indoor and outdoor solutions, Invisible Fence also founded the [Project Breathe™ Program](#), donating more than 24,000 pet oxygen masks to fire departments and first responders. For more information on Invisible Fence or to find a local dealer, visit [InvisibleFence.com](https://www.invisiblefence.com) or follow the company on [Facebook](#).

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