



## **Twinsburg Fire Dept. Receives Life-Saving Pet Oxygen Masks**

### ***Invisible Fence® Brand Donates Life-Saving Equipment to Fire Depts. in preparation for National Fire Safety Month***

**TWINSBURG, OH. (Sept. 13, 2018)** – In preparation for National Fire Safety Month this October, [Invisible Fence® Brand](#) donated life-saving pet oxygen masks to Twinsburg Fire Department to help reduce the number of pet fatalities. The donation was made on September 10<sup>th</sup> by Invisible Fence Brand of Northeast Ohio in support of the company's [Project Breathe™ Program](#).

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. Thanks to programs like Project Breathe, first responders with Twinsburg Fire Department are now some of the best-equipped in the nation to save a pet's life – with mask sizes for small, medium and large pets. Local Invisible Fence Pet Trainer, Angie Horton, donated the two Project Breathe Pet Oxygen Mask Kits earlier this week.



“When a family suffers the tragedy of a fire, lives are turned upside down,” said Ed Hoyt, Director of Invisible Fence. “Pets are valued family members, so we want families to know that their pet can be cared for if tragedy strikes.”

### **History of Project Breathe**

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 hundreds of pet lives saved through Project Breathe**. 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 45<sup>th</sup> 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**

For its 45<sup>th</sup> anniversary year, the company has pledged to equip an additional 45 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. 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 45<sup>th</sup> 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 [Geauga Humane Society](#).

The company has set up a [Project Breathe Website](#), where local fire personnel can make a request for their own departments.



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### **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 pet containment, Invisible Fence also offers Shields® indoor and outdoor protection solutions, as well as the Doorman™ Electronic Pet Door. Invisible Fence founded the [Project Breathe™ Program](#) in 2006, 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](http://InvisibleFence.com) or follow the company on [Facebook](#).