

FOR IMMEDIATE RELEASE
March 22, 2019
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MEDIA ALERT

25,000 Pet Oxygen Masks Donated and County: Cocoa Fire Rescue is Newest Recipient
Invisible Fence of Florida donates life-saving equipment to fire department in Cocoa, FL that serves more than 17,000 residents

What: Invisible Fence of Florida is donating life-saving pet oxygen masks on **Wednesday, April 3, 2019** to Cocoa Fire Rescue Department in East Central Florida. The donation is being made on behalf of **Invisible Fence® Brand's Project Breathe™ Program.**



Since the Project Breathe Program's inception in 2006, more than 25,000 masks have been donated to first responders across the U.S. and Canada, including hundreds of masks in Florida. The Cocoa Fire Rescue donation is one of many contributions made by Invisible Fence of Florida – including [recent donation in Brevard County](#).

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. Programs like Project Breathe are addressing this issue.

(More details on Project Breathe and service campaign below.)

Who: Invisible Fence® Brand
Cocoa Fire Department
Cocoa Veterinary Clinic

When: Wednesday, April 3, 2019
9:00am

Where: Cocoa Fire Department
1740 Dixon Blvd.
Cocoa, FL 32922

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Cocoa, FL (March 22, 2019) – [Invisible Fence](#) is not only known for its pet containment systems keeping pets happy and safe in their yards, but also safe from other hazards like house fires. Today there are more than **three million safer, happier pets and countless lives improved, including hundreds of pet lives saved through the [Project Breathe™ Program](#)**, the company’s pet oxygen mask donation effort.

Since the Project Breathe program’s inception in 2006, over 25,000 masks have been donated to first responders and now the company is giving more. Invisible Fence of Florida **grants the newest donation of pet oxygen masks to Cocoa Fire Rescue Department in East Central Florida**. The Cocoa Fire Department donation is one of many contributions made by Invisible Fence of Florida – including [recent donation in Brevard County](#).

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“The Project Breathe™ Program goal is simple,” said Ed Hoyt, Director of Invisible Fence. “We want to ensure that every fire department and rescue unit across the U.S. and Canada are equipped with life-saving pet oxygen masks.”

As a program that thrives by word of mouth, Invisible Fence encourages people to contact your local fire department to find out if they have these pet-saving kits. Fire departments can request pet oxygen mask kit donations [here](#). For additional information or questions, customers can call their local Invisible Fence dealer or visit InvisibleFence.com.

About Invisible Fence® Brand

Invisible Fence pioneered the pet containment industry in 1973, making it their mission to provide safe boundaries inside and outside of the home. The Radio Systems Corporation® owned company predominantly sells pet containment, avoidance and access solutions across the U.S. and Canada. In addition to offering award-winning products like Boundary Plus® Technology, Authorized Dealers provide professional installation, Perfect Start™ Plus Training and integrated solutions that have protected more than three million pets to date. Invisible Fence also founded the [Project Breathe™ Program](#) in 2006, donating more than 25,000 pet oxygen masks to fire departments and first responders. For more information on Invisible Fence or to find a local dealer, visit InvisibleFence.com or follow the company on [Facebook](#).