

For: San Diego International Auto Show

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For Immediate Release

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Pet Safety Initiative to Launch at San Diego International Auto Show

Serious message to pet owners: “Buckle your pets while driving.”

SAN DIEGO, Calif., Dec. 17, 2007 – A San Diego-based pet safety initiative will launch its 2008 Pet Travel Safety Campaign at press preview day at the San Diego International Auto Show (SDIAS), Dec. 26, 2007.

The mission of **Bark-BuckleUP** is to save pet lives by promoting responsible pet travel safety, according to co-founder Christina Lynn.

“The most critical component for responsible travel with a pet is to properly secure the pet,” says Lynn. “In an accident, an unbuckled cat or dog can become a projectile, risking serious injury to the pet, the driver and passengers.”

Bark-BuckleUP will give away 100 certificates for pet safety buckles at the auto show at the **Tag for Dogs & Cats** exhibit near the west end of the San Diego Convention Center (near Kia). A local emporium of pet accessories, Tag for Dogs & Cats will be loaded not only with the finest pet accessories, but will also work with Bark-BuckleUP representatives to help demonstrate proper pet buckling procedures.

“It’s little known that thousands of pets die each year in traffic accidents because they were not restrained,” say Tim Oliver and Carl Gustafson, owners of Tag for Dogs & Cats, who add that a growing number of states now require pets to be restrained while in a moving vehicle.

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Show visitors are encouraged to visit the Tag for Dogs & Cats display for more information about the Bark-BuckleUP pet safety program, or visit www.barkbuckleup.com and www.shop-tag.com.

Important Note: With the exception of assistance dogs, pets are not permitted in the San Diego Convention Center.

About the San Diego International Auto Show

Presented by the 110-member NCDA, the San Diego International Auto Show is the highest-attended five day auto show in the United States, and the second highest-attended show in California. Located in the seventh largest market in the country, the show boasts access to one of the largest and increasingly influential Hispanic markets in the U.S., and is just 17 miles away from Mexico's wealthiest city – Tijuana – and its population of nearly three million people. The show, which uses some 740,000 square feet of exhibit space on two floors at the waterfront San Diego Convention Center, will be presented Wednesday, Dec. 26 – Sunday, Dec. 30, 2007.