

FOR IMMEDIATE RELEASE
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25,000 Pet Oxygen Masks Donated and Counting: Grand Rapids Township Fire Department Is Newest Recipient

Invisible Fence Brand of W Michigan is donating pet oxygen masks to fire department in Grand Rapids Twp on behalf of Invisible Fence® Brand's Project Breathe™ Program

Grand Rapids, Mi. February, 13 2020– Invisible Fence is not only known for its pet containment system 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 Brand of W Michigan grants the newest donation of life-saving devices to Grand Rapids Township Fire Department in West Michigan – one of many donations by this local authorized dealership.**

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.

"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."

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."

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 616-866-3431 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.