

PetArmor® Continues Partnership with Vested Interest in K9s, Inc., for Second Year

OMAHA, Neb., March 13, 2014 /PRNewswire/ -- PetArmor®, a brand of Sergeant's Pet Care Products, Inc., is best known for flea and tick pet protection, but its mission extends beyond products. Building on the success of its 2013 partnership with Vested Interest in K9s, Inc., PetArmor is committed to funding up to 25 bullet- and stab-protective vests for law enforcement K-9s in 2014.



Vested Interest in K9s, Inc., is a nonprofit organization dedicated to providing bullet- and stab-protective vests to police organizations nationwide.

"PetArmor has developed a partnership with Vested Interest in K9s because the companies share a common value: making canine protection our No. 1 focus," said Caryn Stichler, VP of marketing for Sergeant's Pet Care Products. "K-9s put their lives on the line every day to help protect us and keep our communities safe. Helping to protect them through this donation is our way of saying thank you."

More often than not, law enforcement agencies do not have the budget to provide vests for their four-legged K-9 officers because each vest costs approximately \$1,000.

"Law enforcement K-9s are usually the first officer to enter a dangerous situation," said Sandy Marcal, founder of Vested Interest in K9s, Inc. "Our bullet- and stab-protective vests allow K-9s the same level of protection as their human counterpart. We're thrilled that PetArmor is once again providing funding to help protect police K-9 officers across the country."

In 2013, PetArmor donated 25 vests to police dogs in Austin, Texas; Jupiter, Fla.; Riviera Beach, Fla.; and Baltimore, Md. To learn more about the partnership, visit www.petarmor.com or www.vik9s.org.

About Vested Interest in K9s

Vested Interest in K9s, Inc., is a 501(c)(3) charity located in East Taunton, Mass., whose mission is to provide bullet- and stab-protective vests for law enforcement dogs throughout the U.S. The nonprofit was established in 2009 to assist law enforcement agencies with this potentially lifesaving body armor for their four-legged K-9 officers. President Sandy Marcal began working with law enforcement agencies in 2000 to coordinate efforts between various law enforcement agencies, vest sponsorships, fundraising events and the media within Massachusetts. In 2011, efforts were expanded to assist police dogs throughout the U.S. Learn more at www.vik9s.org.

About Sergeant's Pet Care Products

Sergeant's Pet Care Products, Inc., is one of America's most trusted brands and manufacturers of pet supplies. As part of Perrigo Company plc, a leading global manufacturer of over-the-counter healthcare products, Sergeant's brings effective, in-demand flea and tick treatments, health and well-being solutions, and treats for dogs and cats to grocery, mass, dollar, drug, club, and pet specialty retailers. For more information, visit Sergeant's website at sergeants.com. To be a part of the ongoing conversation about pet health, join Sergeant's social media community, Pet Health Central at facebook.com/phcfans and blog.sergeants.com.

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