



**At LIEN CROSSING
by East Towne and Target
Madison WI (Local) - 608-242-2140**

**Contact: Lisa Burns
for Animart
Phone: (608) 827-7800 Ext. 222 lburns@sortismarketing.com**

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ANIMART Pet Store Holds Fundraiser To Bring Pet Oxygen Masks To Madison Volunteer Emergency Responders

On Wednesday, January 19, 2011 from 10am-6pm, ANIMART pet store will be holding a local fundraising event at their Madison location to raise money for the Wag'N O2 Fur Life program, an initiative committed to providing [pet oxygen masks](#) to local fire and police departments.

Similar to oxygen masks used to treat humans suffering from excessive smoke inhalation, these cone-shaped masks offer life-saving care for a variety of animals ranging from dogs and cats to ferrets and birds. By equipping local volunteer relief groups with this technology, they'll be able to provide the temporary care needed to save animals lives until further veterinary support is administered.



It's estimated that 40,000 to 150,000 pets die in fires each year, most because of smoke inhalation. "Imagine the devastating circumstance of not only losing your home to a fire, but a pet as well," comments Lisa Lasack, manager of ANIMART. "We believe in the potential of these masks to save pets lives and are proud to help raise money for such a great cause."

The goal of the event is to raise enough money for 50 oxygen masks kits valued at \$65 each to donate to local volunteer relief groups. Also on ANIMART's parking lot will be a Madison Fire Department EMS truck to help raise awareness for this cause and the potential benefits it can have for pets and their owners alike.



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Individuals who would like to make a donation can stop in to the ANIMART Madison location on Wednesday, January 19, 2011 or can indicate their interest in donating by going to <http://www.animartpetstores.com/pet-oxygen-masks>.

About ANIMART

Established in 1982, ANIMART is the place to find all your Furry Purry, Creepy Crawly, Feathered Fuzzy Wuzzy, Wet & Wild things! ANIMART, Inc. is located in Madison, WI (4303 East Towne Way) – (608) 242-2140. If you'd like more information on ANIMART and their products, services, or events, go to <http://www.animartpetstores.com/>.

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