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P.L.A.Y. Introduces Whimsical Pet Totes at SuperZoo *Tail-wagging fun and practical tote bags for animal lovers*

SAN FRANCISCO, CA (February 19, 2017) – P.L.A.Y. (Pet Lifestyle and You) introduces whimsical Pet Totes this July at SuperZoo, booth 4855, in Las Vegas, NV. It will be love at first sight as you choose your favorite tote bag to sport around town featuring cute dog and cat expressions along with quirky commands. Now you can take your furry friend with you every time you run an errand or go to the grocery store with this comfortable bag made of 100% all natural cotton canvas.

Continuing our proud tradition of supporting local designers across the United States, P.L.A.Y. teamed up with artist Bridget Means of South Carolina to bring our vision to life and create something truly special for animal lovers everywhere. Each Pet Tote bag captures the amusing antics of what’s on every dog and cat’s mind and features a one-of-kind hand-sketched drawing of the animal’s breed. They are all so cute; it will be hard to pick a favorite!

“Who can resist the sweet face of dog or cat?” said Associate Sales Director Lisa Hisamune. “Designed to hold all of your essentials, these totes add a little fun as you are on-the-go and remind you of that lovable face that’s eagerly awaiting your return home!”



Pet Totes will be available for \$14.90 in one size only and feature eight adorable designs to choose from on PetPLAY.com



About P.L.A.Y.

P.L.A.Y. is the creator and designer of stylish and eco-friendly pet bedding and toys. Inspired by Momo, the Chief Pug Officer, as well as our office dogs, P.L.A.Y. strives to create pet products that are unique and tailored to discerning pet parents who are not only looking for products that are great for their dog and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspective. To view P.L.A.Y.’s complete line of award-winning products, visit PetPLAY.com.

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