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P.L.A.Y. Unleashes Scout & About Outdoor Collection into the Wild
The wilderness is calling and P.L.A.Y. answers with adventure essentials

SAN FRANCISCO, CA (March 2016) - [P.L.A.Y. \(Pet Lifestyle And You\)](#) introduces Scout and About Outdoor Collection, an extension of its award-winning outdoor bedding line. This new line features outdoor and travel-friendly products for the active human and dog including: Rope Toys, Training Pouches, Travel Bowls, Tents, Beds and Mats. Get back to nature with everything you need for a great journey or enjoyable afternoon in the wilderness with your dog!

Before your adventure begins, don't leave home without packing the essentials. Functional, durable and tastefully designed, P.L.A.Y.'s Scout and About Training Pouches and Travel Bowls will be your go-to travel accessories for trips with man's best friend. Our Training Treat Pouches are available in two sizes, packed with unique functionality including multiple attachment options and, on our deluxe model, a rear pocket for wallet or keys, poop bag dispenser, and built-in squeaker. Travel Bowls fold flat and hook effortlessly to your belongings to make it easy to refuel your pup anywhere the day takes you.

Keep your dog healthy and engaged out in the wild with P.L.A.Y.'s Scout and About Rope Toys, which are ideal for training, agility and just plain fun! Tug and Barbell Rope Toys are designed to allow interactive pulling and tugging, while our Flying Disc and Toss & Float Toys are made to be thrown easily through the air for fetch on land or sea. These durable toys, made of braided high-tensile strength cotton rope, are certain to give you and your pup hours of enjoyment together.



After a long trek, give your dog a place to rest in style in our Scout and About Outdoor Tent that turns rugged adventures into a breeze with its compact and packable pop-up design for easy travel. Tent features a water-resistant fabric, mesh sides for ventilation and visibility, fully enclosed floor to keep out unwanted visitors, optional rain shield and provides your dog safety from the elements. Complete your pup's cozy and comfortable hideaway with two choices of weather-proof, extra durable beds including our newest Outdoor Bed design or one of our best-selling Chill Pads.



"This collection offers active humans and dogs all the go-to accessories to pack for your pup in one place" said Sales Manager Bill Parsons, "and is perfectly suited for any day of backyard fun, training and events, weekend trips to the beach or lake, and even back country hiking and camping."

Who says outdoor products can't be stylish and practical at the same time? All *Scout and About* products feature a fun, whimsical design of dog silhouettes showcasing a variety of breeds and sizes. P.L.A.Y.'s Scout and About Outdoor Collection is available online at www.PetPLAY.com and in local boutiques around the world. Come visit us and see this new collection at booth 6277.

About P.L.A.Y.

P.L.A.Y. (Pet Lifestyle and You) is a San Francisco-based company creating and designing 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 dogs and cats, but also tastefully designed for their humans and responsibly made from both environmental and social perspectives. To view P.L.A.Y.'s complete line of award-winning products, visit www.PetPLAY.com.

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