

**Media Contact:**

Dana Humphrey

Cell: 619-414-9307

[whitegatepr@gmail.com](mailto:whitegatepr@gmail.com)

**FOR IMMEDIATE RELEASE**

**Sturdi Products Inc. Exhibiting at SuperZoo, Booth #3234**

**Sturdi Products Inc. Showcasing Pet Emergency Preparedness Products at SuperZoo on August 2 – 4, 2016 at the Mandalay Bay Convention Center in Las Vegas Nevada, Booth #3234**

*Gig Harbor, WA – June 1, 2016* – Sturdi Products Inc. is gearing up to attend SuperZoo, the premier pet industry trade event, which will take place August 2 – 4, 2016 at the Mandalay Bay Convention Center in Las Vegas. As the leading producer of pet carriers and portable pop up shelters, Sturdi is excited to share their innovative products especially those in pet emergency preparedness with participants of this year's show, Booth #3234. Plus, attendees will have the fun opportunity to come meet the Queen and her favorite Corgi! Learn more at [www.sturdiproducts.com](http://www.sturdiproducts.com).

With 2016 marking their 23rd year in business, Sturdi Products Inc. has had tremendous growth and success throughout the years and has gained an international reputation for designing unique, attractive, durable and adaptable products that reflect the needs of customers who travel with cats and small dogs.

Whether a person is living in a tropical location where hurricanes are the danger, or for those more at risk of tornadoes, earthquakes and wildfires, Sturdi feels the principals of pet emergency preparedness are the same. The best way to protect your household from the effects of a disaster is to have a disaster plan. For pet owners, that plan must include furry friends.

“The likelihood of a pet surviving a disaster depends largely on the planning done before a disaster occurs. With natural disasters occurring more often today, it's crucial pet owners take preparation seriously and recognize that emergency preparedness also applies to animal companions,” states Penny Johnson, CEO of Sturdi Products Inc.

According to the American Society for the Prevention of Cruelty to Animals (ASPCA), 1 in 3 pet owners don't know what to do in an emergency situation. A smart first step is to have an evacuation plan which includes a reliable form of shelter or transportation for canine or feline companions. Sturdi Products will be showcasing several products like their Pop Up Portable Containment and the patented Flexible Height SturdiBag™ pet carrier, which demonstrate safe, durable, and effective pet containment options that can be utilized in emergency situations.

“Over the years, owners have found our products to help provide a comfortable, portable and stress-free zone of safety for their pet during travel or emergency situations. We look forward to showcasing our line at SuperZoo and will continue to share the importance of planning ahead before the next disaster strikes!” says Penny Johnson.

SuperZoo attendees will also enjoy stopping by the Sturdi Booth #3234 to meet “The Queen” and her favorite Corgi, “Ringo Star” of Sturdishire! Penny Johnson did a fabulous job of dressing up as the queen at Global Pet Expo in March, and Ringo the Corgi was a real crowd pleaser as well. In addition to learning about Sturdi’s innovative and beneficial products, be sure to come visit this dynamic duo in action.

Sturdi Products Founder & CEO Richard van Engers’ first product was his uniquely designed SturdiBag, that continues to set the standard for safe, soft-sided, airline in-cabin pet containment. Currently offering over 40 unique, top quality and innovative pet products, each product is developed with a focus on pet travel, emergency preparedness planning and pet show exhibition.

**About Sturdi Products:** Sturdi Products Inc. is a Washington State corporation, manufacturing pet products since 1993. Sturdi was founded on the principle of decreasing the stress of both pets and people by designing better products for use when traveling with pets. Sturdi has gained an international reputation for designing unique, attractive, durable & adaptable products that reflect the needs of customers who travel with cats and small dogs. Since the creation of the patented flex height SturdiBag pet carrier in 1992, Sturdi now offers over 40 professional quality & innovative products. All Sturdi Products are developed with a focus on safe pet travel, emergency preparedness planning & pet show exhibition. Learn more at [www.sturdiproducts.com](http://www.sturdiproducts.com).

### **Connect Socially!**

Facebook: <http://www.facebook.com/SturdiProducts>

Twitter: @sturdiproducts

Pinterest: <http://pinterest.com/sturdiproducts/>

Youtube: <http://www.youtube.com/user/SturdiProducts>

###