

1084 Laverne Circle, Hendersonville, TN 37075

www.tuggodogtoy.com

PRESS RELEASE

MEDIA CONTACT

Adam Harrington

Inventor

Phone: 615-601-1528

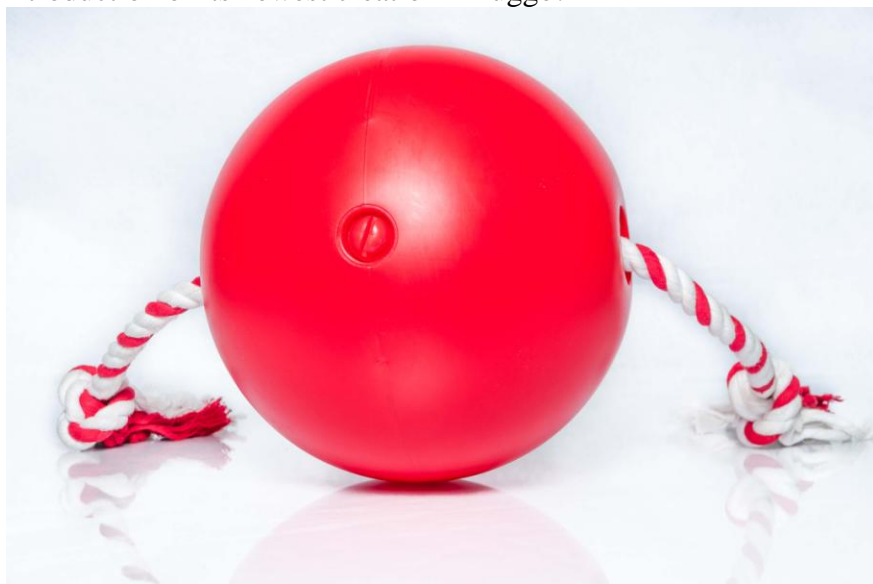
E-mail: Info@tuggodogtoy.com

FOR IMMEDIATE RELEASE

New Tuggo Dog Toy Helps to Save Owners That Are Spending over \$58 Billion in 2014

In 2013, Americans spent \$55.7 billion on their pets, but this year that figure is set to climb to an estimated \$58.5 billion – an increase of \$2.8 billion, according to leading pet toy inventor and head of the pet toy manufacturing company, Tuggo Dog Toys, LLC, Adam Harrington.

Harrington, who referenced the latest data released from the American Pet Products Association, is looking again this year to become a significant player in the pet toy market with the introduction of its newest creation – Tuggo!



With a price tag of \$30, the new Tuggo, which is a durable heavy plastic tug-o-war style toy, is the Nashville-based entrepreneur's latest invention.

"The Tuggo Dog Toy is the result after watching my two boxers exhaust themselves with a bowling ball they found in my front yard," said Harrington.

"When filled with water, a Tuggo can weigh 20 pounds, creating enough tension for a big dog to play tug-of-war with," added Harrington, a dog lover who spent years searching for the perfect dog toy that wouldn't just dispense treats, but that would also promote good health and physical activity.

According to Harrington, more than 3,000 of the Tuggos have already sold since its release 3 weeks ago!

Tuggo also won the Dr. Marty Becker, Becker's Best award at the 2014 Global Pet Expo in Orlando, FL. The 2014 Show featured 985 exhibitors, 2,896 booths and more than 3,000 new product launches. Additionally, 5,597 pet product buyers from around the world attended!

The Tuggo, which allows dog owners to play tug-of-war with their dog, comes with a convenient recessed screw cap that allows it to be filled up with water.

"When filled with water, the dog hears a kind of sloshing sound each time the ball is moved, and this plays a significant role in keeping them engaged in a sustained fit of play," noted Harrington.

With many dog owners these days finding very little or no time to exercise pets, this is where the Tuggo comes into play!

"That's the very reason for which we created the Tuggo. It's like a surrogate play mate that stands in for the dog's owner," said the product's spokesperson.

However, when the owner is around, the ball can be used for playing fetch, playing tug-of-war (between man and dog), and just for rolling the ball around.

"Offering dogs one of these toys to play with can help them stay in shape and lose weight," added the spokesperson.

One of the aims of the Tuggo is simply to provide hours of fun activity for the family dog, as well as, promote exercise and build muscle.

Tuggo is a one-of-a-kind toy because it uses its own weight to provide the tension that promotes muscle growth in dogs, it is made of hard, hollow plastic. Tuggo has a rope that goes through the middle of the ball which gives the toy a tug-of-war effect and allows dog owners to give their pet as much or as little resistance as they want.

For further information, please visit the following website:

<http://www.tuggodogtoy.com/>.

-END-