

## iFetch to Unveil First-ever Interactive Digging Toy for Dogs at SuperZoo 2018

*iDig Toy Encourages Positive Digging Mental and Physical Exercise,  
Available for Preview at Booth #6534*



**iDig Stay**  
hardshell/compact



**iDig Go**  
pop-up/flexible

iFetch, the leader in innovative products that help dogs lead happy and healthy lives, announced that it will preview its newest product, the iDig digging toy at SuperZoo 2018. The iDig is the first-ever digging toy for dogs, providing hours of positive physical and mental stimulation by encouraging the dog's natural digging behavior through play. Owners just load up the flaps inside the toy with their dog's favorite toys or treats, and watch them dig away to find the treasure.

"Many owners take their dog on walks, long hikes and play endless games of fetch and find that their dog is still full of energy. Dogs are intelligent creatures that need a combination of mental and physical exercise to be truly happy and healthy," says professional dog trainer Nicole Ellis, CPDT-KA. "Boredom in dogs is a leading cause of destruction in the home, so it is important to find ways to fully stimulate your dog. The iDig is the only solution on the market that positively promotes a dog's natural tendency for digging, and gives dogs the combination of the physical and mental exercise they need, all in one product."

The iDig bases are available in two versions – the iDig Go, a pop up and flexible version or the iDig stay, which is compact and hardshell. Both contain durable, machine-washable flaps with pockets to hide favorite toys or treats. The key to the fun is in the pockets designs which provide varying levels of digging challenges. The iDig is the fourth product in iFetch's portfolio of innovative and interactive toys for dogs, which includes the iFetch (Overall Best in Show Award, SuperZoo 2013), the iFetch Too (1<sup>st</sup> Place New Product Showcase, Dog Category, SuperZoo 2015), and the iFetch Frenzy brain game (3rd Place New Product Showcase, Dog Category, SuperZoo 2016).

“The iFetch family is committed to creating innovative products for dogs to keep them happy, healthy and entertained, while also helping owners feel more connected to their pets,” said Denny Hamill of iFetch. “We know that dogs love to dig, but most of the time, that behavior can lead to destruction, which gets them in trouble with their owners. Now, instead of digging up the garden or digging in the couch cushions, they will have a positive outlet for their innate desire to dig.”

Additionally, the iDig is one of the only brain games that lets owners reward their dogs with their favorite toys, from squeakers to tennis balls, allowing for rewarding playtime that doesn't have to involve treats.

For attendees of SuperZoo, the iDig products will be available for preview at SuperZoo booth #6534 and in the New Product Showcase all week. For retailers and international distributors interested in carrying iFetch products, please contact [sales@goifetch.com](mailto:sales@goifetch.com) to schedule a meeting. For press contacts interested in learning more about our company and products, please email [info@goifetch.com](mailto:info@goifetch.com).

### **About iFetch**

From automatic ball launchers to fast-paced brain games, our iFetch family of products provides dogs of all sizes the ability to fetch and dig to their hearts' content. Our interactive dog toys are perfect for pet owners who want their pups to stay stimulated and healthy, both mentally and physically. The award-winning, family owned company launched the original iFetch automatic ball launcher with a highly successful Kickstarter program in 2013 and quickly gained international attention. The iFetch Too automatic ball launcher for bigger dogs was introduced in 2015 and the iFetch Frenzy brain game made its debut in 2016 . The new iDig digging toy will make its debut at SuperZoo in June 2018. To learn more about iFetch, visit [www.goifetch.com](http://www.goifetch.com).