



Corky's Reflective Wear



FOR IMMEDIATE RELEASE

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Making the world safer for dogs and their owners.

PET SAFETY IS NOW IT'S OWN CATEGORY IN THE MARKETPLACE

Cranston, Rhode Island: Corky's Reflective Wear is *the* 'Safety Company for Dogs and their Owners. It all began with two simple questions. Shouldn't you and your dog both be Safe from dusk til dawn? And, shouldn't you both be protected from the elements and look good? Between distracted driving and poorly lighted roads every walk can have a risk. Never has safety for pets and their owners been as important as it is today.

• Every 109 minutes a pedestrian is hit by a car and killed
• Every 7 minutes a pedestrian is hit by a car and injured
• 65% of these accidents occur between 6 pm and 6 am



"First, we created the Overcollar™, an innovative, simple, practical, solution to a common safety problem. Regular collars are often hidden by hair or fur and can't be seen," explains company President Alan Jacober. The Overcollar™ is made with MiraFab™ and goes "over-the collar" in seconds and uses 3M Scotchlite™ 360° enhanced visibility tape that can be seen up to 1,000 feet!

'Sportswear for dogs' defines our line of jackets that have a great look, technical and functional features and all of our safety properties. Jackets are made with our proprietary fiber, MiraFab™ a comfortable, Fleece-like material that is wind resistant, weatherproof, repels water, fast drying, machine washable and easy to care for. They have 3M Scotchlite™ retroreflective enhanced 360° visibility tape so that dogs can be seen up to 1,000 feet! Jackets have a built-in Overcollar™ for added safety. A Jacket Extender is available that adds up to 5" to a jacket for dogs who need a little extra room.

Leashes have all of the safety elements as the rest of our line with "LeashSafe" for quick-hold safety to easily control your dog in crowded areas, crossing a busy street or in high stress situations.

Introduced this year at SuperZoo is a Ladies Vest that combines fashion and function for year-round safety *plus* weatherproof properties, 2 zippered pockets, a cell phone pocket AND a large zippered pocket in the back for treats or storage.

Also being introduced at SuperZoo is a Safety Center, a solid showcase display with bright graphics, and 2 sides of merchandise.

Corky's Reflective Wear's line is available in 6 colors: *Lab Black, Healer Blue, Hunter Green, Doggone Red, Oh My Orange and Precious Pink* from XXS - XL.

