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P.L.A.Y.'s Fetching Flock Plush Toy Collection Takes Flight at SuperZoo 2019

Excitement will soar to new heights with this "squeaking" fabulous flock!

SAN FRANCISCO, CA (May 30, 2019) - P.L.A.Y. (Pet Lifestyle and You) is expanding its flock of animal-themed plush toy collections this August at SuperZoo in Las Vegas, NV. Take your dog's toy game to new heights with P.L.A.Y.'s Fetching Flock Plush Toy Collection that is guaranteed to get dogs' hearts soaring with joy during playtime!

This feathery toy set includes a Peacock, Eagle, Parrot, Flamingo and Toucan that are just waiting to get your pup's tail (feather's) shaking with their alluring crinkles, numerous squeakers and satisfying crunches. Toucan play at this game, literally, as you and your pup discover the fun, crunchy sounds coming from the Tito the Toucan toy. While Edgar the Eagle may look serious, don't be afraid to ruffle his crinkly feathers to discover how they expand and take to the sky during fetch games! In addition to all these fun, interactive features, each bird-shaped toy is made to last with P.L.A.Y.'s new ChewShield Technology providing an extra level of protection with special inner mesh lining!



"A little birdy told us that dogs have always wanted the chance to soar in the air with their favorite feathery mates," said Natalie Hennessy, Senior Public Relations and Marketing Manager at P.L.A.Y. "So, we decided to expand our animal-themed collections that help aid the IFAW, while continuing our dedication to creating durable, camera-ready toys for both two and four-legged friends to enjoy."

In line with P.L.A.Y.'s continued commitment to helping animals in need, 2% of the purchase price of the Fetching Flock Toy Collection will benefit the International Fund for Animal Welfare (IFAW). All plush toys feature eco-friendly stuffing and AZO-free dyes, while being 100 percent washer and dryer friendly. Toys will be available individually or in a gift box set this August on PetPlay.com and in local boutiques shortly after. Stop by P.L.A.Y.'s booth #1820 at SuperZoo to see this new toy line in person!

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P.L.A.Y. Unveils Chic Bedding Designs & Colorways at SuperZoo 2019

Dogs and cats will be lounging in style year-round!

SAN FRANCISCO, CA (May 30, 2019) - P.L.A.Y. (Pet Lifestyle and You) unveils brand new designs in its three most popular bedding lines – Memory Foam, Lounge & Snuggle Beds! Retro kaleidoscope vibes, modern earthy tones & sassy soft fabrics are all coming your way this August at SuperZoo in Las Vegas, NV. These Lounge, Snuggle & Memory Foam Beds were already fan-favorites, but these new versatile colorways make finding a dog bed that will actually look good in your home easier than ever before!

Adding to its award-winning line of Lounge Bed Collections, P.L.A.Y. debuts two unique color patterns in its new Mosaic Lounge Bed Collection to keep dogs snoozing in style all night long. Made from a 100% cotton canvas, this modern pattern will be the perfect pop of color to any pet parents' home. If you want to treat your furry friend like the queen and king they are, check out P.L.A.Y.'s Solstice Lounge Bed. This stunning design comes in two color options to add a touch of sparkle to any room in the house. Whether your pup enjoys daydreaming in the sun or long slumbers in the shade this bed will carry them off to dreamland in no time. On the other hand, P.L.A.Y.'s Celestial Lounge Bed is out of this world! With a unique contemporary print to match any home décor, this divine bed will satisfy your search for a beautiful pet bed that both you and your furry friend will swoon over.



In addition to new Lounge Bed designs, P.L.A.Y.'s California Dreaming Memory Foam Beds will feature the same 100% high-density memory foam cushions and breathable microfiber covers to ensure a great night's sleep. Ideal for larger, senior dogs needing extra TLC on their

joints, pet parents can now choose between Fog Gray, Big Sur Brown or Alcatraz Black. Cool cats and small dogs will be feeling feline when they cuddle

up in one of our five cozy Snuggle Bed options with something to suit everyone's fancy. All of these exciting new bedding designs will be available on www.PetPLAY.com this August and in local boutiques shortly after.



About P.L.A.Y.

P.L.A.Y. is the creator and designer of 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 dog 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 PetPLAY.com.

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