

FIRST
FOR PET
RETAILERS
IN PRINT
AND ONLINE

1
No.

SNEAK PEEK at Chicago's P3 trade show (PAGE 74) • Latest industry economic buzz (PAGE 46) • Play games with your staff to win greater sales (PAGE 62)

SUPERSIZED SUPERZOO ISSUE
140 PAGES of news, trends, product and more! Expanded Exotics Marketplace (PAGE 122)

Like your **FACEBOOK** page more (PAGE 61) • Festive fall, holiday stock ideas (PAGE 98) • Break customers' digital habits (PAGE 137)

More than
90 PRODUCTS
in this issue!

Pet Product News

International

AUGUST 2016 \$5 PETPRODUCTNEWS.COM

SPEAKING OF WINNERS ...

The America's Top Dog Model (ATDM) national contest winner is Pearl, a Pomeranian from White Bear Lake, Minn., and Lantana, Fla.

Pearl was discovered at the Palm Beach annual Worth Avenue Pet Parade in March, and she was invited to participate in ATDM's casting call at the South Florida Pet Expo in March.

This year's ATDM contest theme was Meet the Paw-litician. Contestants were selected for their leadership qualities and best portrayal of their favorite politician, including presidents, first ladies and prominent political figures, past and present.

In Pearl's winning contest entry,

her owner, Cheryl Bauer, described Pearl's rescue and that "Pearl feels a kinship to Abe in his belief of freedom and his love of animals," she wrote.

Pearl will be featured on the cover and represent the month of July in the ATDM 2018 calendar. In addition, she will receive:



VIS STUDIO

- Custom-made jewelry from Lola's for Pets
- A USA-themed couture ensemble from Yvette Ruta and Hayleys Hats
- A one-year supply of Plato Pet Treats
- A tiara from ATDM
- ATDM signature accessories
- An autographed copy of "How to Become a Top Dog Model"

On Nov. 5, Worth Avenue will host the ATDM Paw-litical Party in Palm Beach, Fla. Just in time to celebrate the election, activities for this event will include a 2017 calendar launch, a people and pet fashion show, and the "in-paw-guration" of Pearl. The event will benefit Share-A-Pet in Fort Lauderdale.

PET INDUSTRY CALENDAR

Pet Product News International

For this month's events and an extended listing, visit
PETPRODUCTNEWS.COM/CALENDAR

2016 EVENTS

Nov. 5 Palm Beach, Fla.
**America's Top Dog Model
Paw-litical Party**
Via Amore Courtyard
americastopdogmodel.com