

# RADIO ROUNDUP

a collection of features, oddities,  
and helpful tips



**NORTH AMERICAN  
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191 WORDS, 60 SECONDS

## PROTECT YOUR PET THIS SUMMER

IT'S TIME TO ENJOY THE OUTDOORS. PROTECTING YOURSELF AND CHILDREN FROM THE SUN AND IRRITATING INSECT BITES IS SECOND NATURE, BUT PET OWNERS ALSO NEED TO TAKE SAFEGUARDS. AS TEMPERATURES RISE, SO DOES THE THREAT OF FLEAS AND TICKS TO CATS AND DOGS, WHICH CAN CAUSE IRRITATION, HEALTH CONCERNS AND QUICKLY SPREAD TO OTHER DOGS AND CATS IN AND OUTSIDE THE HOME. WELL-REGARDED VETERINARIAN, SHELTER DIRECTOR AND AUTHOR DOCTOR KAREN HALLIGAN RECOMMENDS A TOPICAL FLEA AND TICK TREATMENT TO PREVENT AND DEFEND AGAINST THESE DANGEROUS PESTS. (START *SOUND BITE*): **"FLEAS AND TICKS CAN CARRY ILLNESSES THAT CAN AFFECT DOGS, CATS AND YOUR FAMILY MEMBERS. BUT PREVENTING FLEAS AND TICKS IS MUCH SIMPLER AND MORE COST EFFECTIVE THAN ACTUALLY TREATING AN EXISTING PROBLEM. SO WHAT I'M RECOMMENDING TO ALL MY CLIENTS IS THIS NEW OVER-THE-COUNTER TREATMENT—PET-ARMOR. IT MAKES IT EASIER AND MORE AFFORDABLE TO PROTECT YOUR PETS. PET-ARMOR CONTAINS FIPRONIL (FIH-PRO-NIL), THE NUMBER ONE VET-RECOMMENDED ACTIVE INGREDIENT FOR COMBATING ALL THOSE FLEAS AND TICKS."** (END *SOUND BITE*) PET-ARMOR CAN BE FOUND AT RETAILERS NATIONWIDE. TO CONTROL FLEAS AND TICKS, VACUUM DAILY AND REGULARLY WASH SHEETS AND BEDDING—ESPECIALLY WHERE PETS MAY LIE—IN HOT, SOAPY WATER. FOR MORE INFORMATION, VISIT [FACEBOOK--DOT--COM--SLASH--PET-ARMOR](https://www.facebook.com/petarmor).

**NOTE TO BROADCASTERS:** SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL THE MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551.