



FOR IMMEDIATE RELEASE

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First Fitness Treats For Dogs To Debut At SuperZoo Show

Walkies Fit Bites Have Unique "Foot" Shape, Healthy Formula
To Promote And Celebrate Active Canine Lifestyles

LAS VEGAS – Humans have their sports drinks and power bars; now there's a treat designed to help keep Fido fit and energized. **Walkies Fit Bites**, an all-new category of dog treats aimed at active canines, will be introduced by Cardinal Pet Care (Azusa, Calif.) at the 2015 SuperZoo Show, held at the Mandalay Bay Convention Center, July 21-23.

Walkies! Fit Bites™



Marketed under Cardinal's well-known Crazy Dog brand, Walkies truly break the mold of traditional dog treats -- from their unique and thematic foot shape, to their proprietary blend of ingredients designed to support canine heart health and movement. The first treats specially formulated to help keep dogs active and fit, they combine: Taurine, an amino acid that promotes heart health; chicken cartilage, a natural source of Glucosamine & Chondroitin Sulfate, which support mobility by helping repair cartilage and tissue in joints; and L-carnitine, a proven fat burner, for weight control and preserving lean muscle.

Walkies are also the first dog treat that celebrates the importance of daily walking and the benefits it brings to pets -- and their owners. Along with being foot-shaped (appropriately!), the treats' marketing campaign will be oriented toward dog walking themes, including a mobile app that provides listings of dog parks, beaches and dog-friendly restaurants and establishments where both human and four-legged walkers are welcome.

Why a treat that focuses on walking and fitness? For one, research shows that 73% of all dog parents walk their pets, and that this percentage is growing particularly fast in urban areas. Yet until now there has never been a treat that supports this large category of dog walkers.

Secondly, recent research reveals just how essential daily walks are for dogs -- not only for physical health, but also for reducing stress and anxiety, promoting good behavior, strengthening the canine-human bond, and even making shelter pets more adoptable. Of course, just like humans, walking regularly brings many health benefits to dogs too, such as weight management, better digestion and stronger immune systems.

To celebrate the Walkies Fit Bites product launch at SuperZoo, well-groomed dogs wearing Walkies T-shirts will be walked by models throughout the show floor. Visitors to Cardinal's booth #9053 will get the first glimpse of the unique foot-shaped treat, which comes in an attractive teal-blue package with a window -- also shaped like a foot -- providing a clear view of the product inside. Walkies Fit Bites are being introduced in 3 tempting flavors -- Bacon, Beef and Chicken -- and are as irresistibly tasty to dogs as they are healthful.

Media members are invited to stop by Cardinal Pet Care's SuperZoo booth #9053 for the Walkies Fit Bites product launch. For more information, or to schedule an interview with Cardinal representatives, contact Abby Fournier at 248-987-6221

Crazy Pet is proud to be a part of Cardinal Pet Care, a solar powered company devoted to pets, people and the planet. In addition to providing pets with the highest quality products, Cardinal is dedicated to the environmental directive of Reduce, Reuse and Recycle whenever possible.

Demonstrating its commitment to the environment, Cardinal has a solar-powered home office, warehouse and manufacturing facility in Azusa, CA. For more information about Cardinal Pet Care and the Crazy Dog brand visit <http://cardinalpet.com/crazypet.html>. More details are also available on the [Crazy Pet Facebook page](#) and they can be found on Twitter @crazypet.

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