

FOR IMMEDIATE RELEASE  
CONTACT:  
Natalie Hennessy  
562.505.2373  
[Natalie.Hennessy@PetPlay.com](mailto:Natalie.Hennessy@PetPlay.com)



## **P.L.A.Y. Debuts Whimsical Plush Toy Collections** *Summer Brings a Trifecta of Fun to Dogs Everywhere*

SAN FRANCISCO, CA (July 1, 2015) - P.L.A.Y. (Pet Lifestyle and You) introduces three new whimsical plush toy collections this July at SuperZoo in Las Vegas, NV. Monsters, bugs, or fruits and veggies – we couldn't decide which toy set was our favorite and your dog shouldn't have to either! Dogs around the world will be squeaking with excitement this summer as P.L.A.Y.'s award-winning toy collection grows by three new adorable and durable toy sets.

Don't be fooled by the sweet, soft exteriors of these furry monster toys. **Momo's Monsters** are inspired by dogs everywhere that can be little "monsters" sometimes. Every pet parent remembers a time when their furry angel did something mischievous and they weren't sure whether to laugh or cry at their pup's antics. This plush toy collection embraces these silly shenanigans that make our pets so endearing. Don't forget to look out for the poem dedicated to each monster included with each toy! We hope this furry monster toy and *your* fur "monster" will become fast buddies!



Fret not if Monster toys give you a fright as P.L.A.Y.'s **Bugging Out** Plush Toy Collection will wiggle their way into you and your pup's hearts. This lovable plush toy set is inspired by the earth's friendly bugs and features a butterfly, bee, ladybug, beetle and worm. They are sure to amuse your pup for hours while 2 percent of all proceeds will benefit the International Fund for Animal Welfare (IFAW) to aid in its mission of protecting animal welfare.

If bugs make you squeamish, P.L.A.Y.'s **Farm Fresh** Plush Toy Collection of delicious, soft hand-picked fruits and veggies are guaranteed to sprout your interest. Dogs are always begging for food and now you can finally satisfy them with this healthy alternative! This tasty set of food-shaped dog toys includes an Eggplant, Bell Pepper and Corn and joins our award-winning Garden Fresh Plush Toy Collection.



"These new collections are made with the same care and quality as our previous toys, but with some clever modifications," says Associate Sales Director Lisa Hisamune. "For example, the Corn in our Farm Fresh line features crinkle paper, the Worm in our Bugging Out line can be stretched out with its bungee body and Scurry from our Momo's Monsters line squeaks in multiple tones."

All three plush toy collections are eco-friendly and stuffed with P.L.A.Y.'s certified-safe PlanetFill® filling made from 100% post-consumer recycled plastic bottles. For easy cleaning, they are 100 percent washer and dryer friendly and will be available for purchase online at [www.PetPlay.com](http://www.PetPlay.com) this September.

### **About P.L.A.Y.**

P.L.A.Y. (Pet Lifestyle and You) is a young San Francisco-based company dedicated to designing products that are not only comfy for pets, but also stylish for owners AND better for our planet. Partnering with artists from San Francisco, New York and Los Angeles, P.L.A.Y. creates exclusive and stylish eco-friendly pet beds. To view P.L.A.Y.'s full collection of beds, toys and accessories, visit [www.PetPLAY.com](http://www.PetPLAY.com).

---

---

FOR IMMEDIATE RELEASE  
CONTACT:  
Natalie Hennessy  
562.505.2373  
[Natalie.Hennessy@PetPlay.com](mailto:Natalie.Hennessy@PetPlay.com)



## **P.L.A.Y. Unveils Two New Bed Designs** *Classic Round & Chic Lounge Beds, Oh My!*

SAN FRANCISCO, CA (July 1, 2015) - P.L.A.Y. (Pet Lifestyle and You) introduces chic Moroccan patterns and classic Houndstooth designs to its awarding-winning Bedding Collection this July at SuperZoo in Las Vegas, NV. These stylish Lounge & Round Beds feature furniture-grade craftsmanship, stylish trims, even-basting stitching, eco-friendly stuffing and are 100% machine washable. Your dog will be the envy of the pack, while you will accent your décor with ease.

Keep your pup looking dapper during his sophisticated snooze with this classic Houndstooth design. Whether your dog is lounging around the country club or is off for a weekend beach trip in Nantucket, this timeless pattern adds polish to any setting. The Lounge Bed style will be available in four sizes and features elevated sides ideal for your dashing pup to rest his head. Prices start at \$98 for a small to \$218 for an extra-large. The Round Bed style is perfect for stretching out and features three sizes with prices starting at \$95 for a small to \$189 for a large.



Make a modern statement and add a worldly focal point to your home with P.L.A.Y.'s chic Moroccan Lounge Bed. This intricate pattern is the perfect mix of comfort and fun to give your dog an exotic sanctuary for those tranquil naps. Your pup will look flawless as he contemplates his next adventure from his favorite seat in the house. Available in four sizes and vibrant colors, the Moroccan Lounge Beds will be available on [www.PetPlay.com](http://www.PetPlay.com) in September and in local boutiques shortly after. Prices start at \$108 for a small to \$228 for an extra-large.

"These beds are another stunning addition to our stylish and unique line of pet beds," says Sales Manager Bill Parsons. "The Houndstooth print is truly a timeless style and with four modern color options that will fit beautifully into any contemporary home. The Moroccan pattern is reminiscent of the colorful textiles, vibrant colors and exquisite patterns of that nation and will be sure to add a little Moroccan culture to any space."

### **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 perspective. To view P.L.A.Y.'s complete line of award-winning products, visit [www.PetPLAY.com](http://www.PetPLAY.com).

###