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Summer Heat Is Dangerous to Pets; Innovative Pocket-Sized Carrier Protects Them With Style

*A Portland, Oregon, Entrepreneur Invented Pocket-Sized PocoPet Carrier for her Dog, Max;
Recent Humane Society Debut is a Tail-Wagging Hit with Pets*

Portland, OR (May 2019) -- With summer temperatures climbing, Portland dog-lover and entrepreneur Jenn Sturiale believes her packable pet carrier can save pets' paws and possibly lives – and a recent debut at a local Humane Society Doggy Dash showed that the carriers are an instant hit with four-legged friends.

"Dogs would climb into the PocoPet, get comfortable, and not want to get out," said Sturiale, of the recent debut of her pocket-sized invention. "We took dozens of photos of happy dogs getting a relief from the hot asphalt and sold out of our stock for the day."

Summer is a popular time to get outside for long walks and day trips, but street heat and interior car temperatures can pose threats to their safety. Sturiale found that bulky carriers aren't practical for being out and about, so she spent more than a year developing a pet carrier that literally fits into a back pocket – and costs far less than traditional carriers which average \$50-100. The PocoPet sells for \$29.

The PocoPet, when folded, is smaller than a deck of cards, and is crafted of tough ripstop nylon. Sturiale says pet owners use the PocoPet when:

- The pavement's too hot for delicate paws, and parked car temperatures can threaten survival within a matter of minutes.
- Anxious or small dogs are fearful of crowded spaces and foot traffic.
- A trip to the store or on the bus or subway necessitates carrying a pet safely indoors.
- An aging, tired or injured pet wants fresh air and needs to be comfortably carried.

The PocoPet's specs pack a lot of strength into a tiny package:

- Pocket-sized at 3.5" x 5", and featherweight at 2.5 ounces.
- Strong: Ripstop nylon, 15-pound capacity.
- Adjustable shoulder strap
- Mesh panel provides ventilation – and a view!
- Internal collar clip keeps pets safe & secure.
- External treat pocket for storage.

The PocoPet is available online at ThePocoPet.com

About PocoPet: Jenn Sturiale founded PocoPet in 2018 after more than a year of development and testing. The company dedicates a portion of sales to global animal rescue organizations. Images are available on social media at [@thepocopet](https://www.instagram.com/thepocopet) or by contacting jenn@thepocopet.com.

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