



**FOR IMMEDIATE RELEASE**

For More Information Contact:  
Kerry Sutherland, (775) 322-4022  
[Kerry@theimpetusagency.com](mailto:Kerry@theimpetusagency.com)

## **APPA Announces Expansion to its 4<sup>th</sup> Annual Pets Add Life Children's Poetry Contest**

- *For the first year, APPA will accept poems from students in grades 3<sup>rd</sup>-8<sup>th</sup>, which will be considered to win scholarship dollars and other pet prizes-*

**Greenwich, CT** – Calling all creative kids! American Pet Products Association (APPA) President, Bob Vetere announced today that beginning Thursday, September 1, 2011 the organization will be accepting poems for its 4<sup>th</sup> Annual Pets Add Life Children's Poetry Contest.

“The last three years have not only been successful, but fun,” Vetere said. “We are overwhelmed, year after year, by the number and creativity of poems we receive from kids across the country. This is a great opportunity to get and keep kids excited about pets in a fun and educational way. It was only natural for us to expand the contest in its fourth year to allow for more students to have the opportunity to participate.”

For the first year ever, students in grades 3<sup>rd</sup>-8<sup>th</sup> are invited to write a unique poem about their pets, what they love about them, the joys they bring, and then post it online at [www.PetsAddLife.org](http://www.PetsAddLife.org) or mail their final poem and submission form to: Pets Add Life, 661 Sierra Rose Dr., Reno, NV 89511. Deadline for submissions is January 31, 2012 at 5:00pm EST.

In addition, teachers within our contest grade levels are welcome to incorporate this national contest into their lesson plans, and submit poems in one entry, on behalf of his/her classroom.

One student from each grade level (6 total) nationwide will win a \$250 gift certificate for pet products, and a “by-line” in a nationally circulated publication. In addition, the six winning students' classrooms will each win a **\$1,000 scholarship** to spend on pet related education.

“In past years, winning poems have featured pets from hamsters and birds to dogs that are best friends, kittens and fish,” Vetere said. “And, it has been wonderful to receive updates from our winning teachers who have spent the scholarship dollars on classroom fieldtrips to the zoo, a classroom pet and supplies, and educational materials regarding pet and animal wellness.”

To learn more about the Pets Add Life Children’s Poetry Contest, read previous winning poems, upload your submission, or download a printed submission form, please visit [www.petsaddlife.org](http://www.petsaddlife.org) or contact Kerry Sutherland at The Impetus Agency, 775.322.4022 or [Kerry@theimpetusagency.com](mailto:Kerry@theimpetusagency.com).

###

*The American Pet Products Association (APPA) is the leading not-for-profit trade association serving the interests of the pet products industry since 1958. APPA membership includes nearly 1,000 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. Visit [www.americanpetproducts.org](http://www.americanpetproducts.org) for more information.*