



home of The Cat's Den

## News Release

### **Pets Need To Play Every Day** *Playtime prolongs your pet's lifetime*

**Toronto, ON—October 3, 2007**—Play is an essential part of a wholesome lifestyle for pets. Whether your companion animal is a cat, bird, dog, or small animal, play paves the way for a strong happy healthy relationship with you.

Regular play sessions with your pets have loads of positive benefits. They help pets:

- bond with you through predictable, pleasurable, positive experiences;
- act out their instincts like hunting or stalking;
- get some exercise;
- learn new things and stimulate their minds;
- release stress and relieve boredom, especially if you're away all day at work;
- socialize and bond with other pets they play with in your home.

It's up to you to set the ground rules for play sessions. Remember to:

#### ***Play Smart***

- Initiate and wind up the play session, so your pet learns to follow your lead, rather than to demand attention;
- Gear games to your pet's individual character, age, needs, interests and attention span;
- Provide interesting toys to stimulate their self-play, from non-toxic chew toys to videos.

#### ***Play Safe***

- Pace yourselves: stop before your pet becomes over-excited or agitated;
- Choose wisely: playing too rough can teach your pet to be overly aggressive;
- Always supervise children under age 10 with animals and encourage gentle play;
- Provide a safe outdoor environment where your pet can explore the scents and sounds of the outdoors or interact with your other pets.

#### ***Play Regularly***

- Set aside time each day to play with your pets one-on-one. You'll both have fun and discover more about each other.

Habitat Haven provides custom-designed playpens for a wide variety of pets. These sturdy modular pet enclosures allow pets room to roam at home, free from threat of predators, falls, or traffic. Easy-to-assemble, these habitats blend into your backyard, balcony, or indoor space, whether house, condo, apartment, workplace or cottage. They enable you to let your pet enjoy the best of both worlds: the comfort, safety and security of the indoors, and the freedom, fresh air and fun of the outdoors.

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Habitat Haven is home of The Cat's Den, founded in 2003 by president Kris Kischer. It provides pet owners across North America with solutions for a wholesome pet lifestyle: innovative pet enclosure systems and accessories. For product information or to order, call 1-866-484-0644, fax 1-416-466-0087, or visit us online at [www.habitathaven.com](http://www.habitathaven.com).

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