



FOR IMMEDIATE RELEASE

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Planet Dog Introduces a Toy for the Star in Your Life: Lil' Dipper

(Westbrook, ME) **February 15, 2018** - [Planet Dog](#), a pet industry leader in durable, eco-friendly toy design and innovation is proud to add a new toy to their award-winning product line: the Lil' Dipper. Planet Dog is thrilled to be announcing the launch of the Lil' Dipper at Global Pet Expo at the Orange County Convention Center in Orlando, Florida.



As the newest addition to the Planet Dog Cosmos product line, the Lil' Dipper is sure to provide an out-of-this-world experience for small dogs and puppies. The star-shaped Lil' Dipper is perfectly sized for dogs under 15lbs who love playtime just as much as their larger friends! Innovated to provide an exciting sensory experience for your petite guys and girls, the Lil' Dipper's bright yellow color and treat nook is the perfect, durable and adorable addition to this galaxy of dog toys.

Designed with the same standards of all Planet Dog toys, Lil' Dipper is made with Planet Dog's signature Orbee-Tuff® material, meaning it is Made in the USA, extremely durable, completely non-toxic, buoyant and is as safe for humans (even babies) as it is for dogs.

The Planet Dog Lil' Dipper measures 2.75" in diameter and is available for \$8.95. For more information about these new products, or to request an interview or media sample, please contact Kerry Sutherland at Kerry@ksutherlandpr.com or (775) 360-6101.

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About Planet Dog

Since 1997, Planet Dog has been a leader in eco-friendly and durable design in the pet industry, consistently developing and innovating a multitude of premium products “made for dogs, by dog lovers.” The company’s socially responsible, values-based position in the market brings people and dogs together for fun and mutual support unlike any other brand. And beyond innovating quality dog products, the company’s “Planet Dog Foundation” provides necessary funding for the training, placement and support of dogs helping people in need. For more information, visit www.PlanetDog.com.