



FOR IMMEDIATE RELEASE

Media Contact: Kerry Sutherland

Kerry@ksutherlandpr.com

(775) 360-6101

Planet Dog Introduces Lil' Snoop, a Miniature Version of the Bestselling Interactive Snoop!



(Westbrook, ME) July 10, 2018 [Planet Dog](#), a pet industry leader in eco-friendly and durable toy design, is proud to introduce Lil' Snoop, a mini version of the bestselling Snoop!

The award-winning, best-selling interactive Snoop is now available in a smaller 4-inch size: **Lil' Snoop!** The Lil' Snoop works exactly like the original but is sized specifically for smaller dogs who need an interactive toy to keep them busy. This treat dispensing puzzle toy keeps small dogs engaged, drives brain stimulation and helps promote self-play. Stuff Lil' Snoop with treats and watch your dog pounce, nudge, nose and nibble to release the hidden reward! You can even make the game easier or harder, simply by adjusting the size of the treats you use.

Lil' Snoop is made from Planet Dog's durable Orbee Tuff material, and will surely become your dog's favorite toy for years to come! It is also made in the USA, non-toxic, and easy to clean by hand or in the dishwasher. Lil' Snoop comes in three vibrant colors, including blue, purple, and a limited-edition Twinkling Green for the holiday season, and retails for \$17.95.

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.

-###-

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.