



**FOR IMMEDIATE RELEASE**

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## **Planet Dog Introduces a Light-Up, Sensory Toy for Dogs: the Orbee-Tuff® Strobe Ball**

**(Westbrook, ME) February 15, 2018** - [Planet Dog](http://PlanetDog.com), a leader in eco-friendly, durable toy design is proud to introduce the Strobe Ball. Strobe is one of the newest additions to Planet Dog's line of interactive dog toys. Launching at Global Pet Expo at the Orange County Convention Center in Orlando, Florida, the Strobe Ball will light up more than just your dog's eyes!



The Strobe Ball blinks and flashes when activated, turning your typical game of fetch into an exciting, multi-sensory experience! The LED light is embedded with the same impenetrable technology as our award-winning Squeak Ball. The light is tightly and safely enclosed in a non-toxic sleeve during production, and this patent-pending technology requires no glue or adhesives. For added fun, the Glow Strobe ball also glows in the dark, producing a new nighttime play experience.

With a battery life of over 200 hours, the Strobe's light can withstand over 36,000 throws and bounces! When the Strobe is not lit, the ball will remain a playtime favorite with fun texture and pliable chew. The Strobe measures five out of five on the Planet Dog Durability Scale.

As with all Planet Dog toys, the Strobe Ball is made with Planet Dog's signature Orbee-Tuff® material. This means it is 100% made in the USA, recyclable, durable, completely non-toxic, buoyant, and as safe for humans (even babies) as it is for dogs! The Strobe Ball is easy to clean, waterproof, and floats.

The Planet Dog Strobe Ball measures three inches in diameter and is available for



\$19.95. For more information about these new products, or to request an interview or media sample, please contact Kerry Sutherland at [Kerry@ksutherlandpr.com](mailto: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](http://www.PlanetDog.com).*