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## Thundershirt Earns ‘Petfinder Seal of Approval’

– *Brand Among First to Receive Pet-Friendly Designation* –

**Durham, N.C.**– Thundershirt Founder Phil Blizzard is thrilled to announce today that the company has been recognized with the first-ever, official “[Petfinder Seal of Approval](#).”

The Petfinder Seal of Approval extends the trust and authority of the [Petfinder](#) name to products, services, brands and initiatives that have met specific pet-friendly criteria. Petfinder, the online leader in responsible pet ownership, is committed to championing individuals, organizations and brands that are actively working to improve the lives of pets through a variety of programs, including the new “Petfinder Seal of Approval.”

Petfinder Seal of Approval applicants are individually qualified, and criteria for qualifications are detailed on their website, but include the absence of harmful testing on animals, the promotion of adoption over sale of pets, and the safety history of the product, among others.

Great for fear of thunder, barking problems, separation anxiety, car or travel anxiety, crate anxiety, noise anxiety, leash pulling, general fearfulness, reactivity, excitability and more, the Thundershirt is the best solution for pet anxiety.

With its patent-pending design, the Thundershirt applies gentle, constant pressure to the torso. This pressure has a dramatic calming effect for dogs and cats if they are anxious or fearful. Anxiety experts believe that pressure has a calming effect on the nervous system and may release calming hormones like endorphins or oxytocins.

The **Thundershirt for Dogs** is available in sizes XXS to XXL, and comes in their signature Heather Grey, Pink or Blue Polo designs. The **Thundershirt for Cats** is available in sizes S, M and L, and Heather Grey

only. Suggested retail starts at \$39.95, and the products can be personalized with custom embroidery for an additional charge.

Visit [www.Thundershirt.com](http://www.Thundershirt.com) for more information, or contact Kerry Sutherland at K. Sutherland PR, [Kerry@ksutherlandpr.com](mailto:Kerry@ksutherlandpr.com) or 949-328-4895 to request a product sample, high-resolution image or interview.

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### **About Thundershirt**

*Founded in 2009 in Durham, N.C., Thundershirt's mission is to bring relief to the millions of dogs, cats and their families struggling to cope with anxieties. The Thundershirt is designed to apply a constant, gentle pressure to a dog or cat's torso creating a dramatic calming effect for most users. Thundershirt continues to investigate dog and cat anxiety and fear issues with scientific-based studies and surveys from recognized veterinarians and pet owners. Thundershirt has already helped hundreds of thousands of dogs across the country and around the world.*

*The company also donates thousands of Thundershirts and funding to rescue groups and shelters to help these organizations manage their anxiety cases and find permanent homes. Thundershirts are sold online at [www.thundershirt.com](http://www.thundershirt.com) and by retail stores, veterinarians, trainers and kennels across the country.*

Online: [thundershirt.com](http://thundershirt.com)

Facebook: [facebook.com/Thundershirt](https://facebook.com/Thundershirt)

Twitter: [@Thundershirt](https://twitter.com/Thundershirt)

Pinterest: [pinterest.com/Thundershirt](https://pinterest.com/Thundershirt)

### **About Petfinder**

*[Petfinder](http://Petfinder) is the largest online, searchable database of animals that need permanent homes. With more than 320,000 adoptable pets from more than 13,700 animal shelters and rescue groups throughout the U.S., Canada and Mexico, Petfinder has facilitated more than 20 million adoptions since it was launched in 1996. In addition to being an adoption database, Petfinder also is an all-inclusive resource guide for how to select the right family pet and build a successful, life-long relationship. Thanks to its sponsors, Petfinder is free to both visitors and to its animal placement organization members. Sponsors include BISSELL Homecare, Inc., a manufacturer of home cleaning and floor care products, The Animal Rescue Site, PetFirst Healthcare, the exclusive pet insurance provider for Petfinder, and HomeAgain, a microchip and pet recovery service.*

Online: [petfinder.com](http://petfinder.com)

Facebook: [facebook.com/petfinder](https://facebook.com/petfinder)

Twitter: [@Petfinder](https://twitter.com/Petfinder)

Pinterest: [pinterest.com/petfinder](https://pinterest.com/petfinder)

iPhone App: <http://itunes.apple.com/us/app/petfinder.com-adopt-pets/id354876999?mt=8>