

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Kerry Sutherland  
K. Sutherland PR: (775) 360-6101

[Kerry@ksutherlandpr.com](mailto:Kerry@ksutherlandpr.com)

# THUNDERWORKS<sup>®</sup>

## INSANELY CALM<sup>™</sup>

### ThunderWorks Introduces Dial-A-Distance

*New retractable leash by ThunderWorks provides the calmest, safest freedom a dog may ever know on a walk.*

**DURHAM, NC-** [ThunderWorks](#), the pet anxiety experts and makers of award-winning solutions like the ThunderShirt and ThunderLeash, has recently introduced their newest product, Dial-A-Distance.

Retractable leashes are great for giving dogs more exercise and freedom on walks, but if you get distracted for even a moment, your dog could lunge into danger before you even get your thumb on the manual brake.

Now there's new peace of mind with ThunderWorks' latest innovation, Dial-A-Distance. Simply press and turn the dial to select whatever maximum range is best for your environment. You can choose from 0 to 15 feet. The leash extends and retracts just like standard retractable leashes as long as your dog stays within the max range you set. But if your dog tries to go beyond that range, Dial-A-Distance's patent-pending design will automatically brake.

"Dial-A-Distance is the first retractable leash in the market to provide this great safety feature," said Phil Blizzard, founder of ThunderWorks. "Even for the most attentive dog walkers, momentary distractions are inevitable. This leash will help make sure your dog stays within a safe range."

Dial-A-Distance is lightweight, compact and durable, tested to hold over 275 lbs. of pulling force. It's also very easy to use with a comfortable rubber grip handle, and traditional manual brake thumb button. Dial-A-



Distance is offered in one size for dogs up to 55lbs and a \$49.95 MSRP.

ThunderWorks is currently accepting pre-orders for Dial-A-Distance, and will be featuring the product at Global Pet Expo 2017 in Orlando, Booth #2747. Additionally, the company launched a Kickstarter Campaign to help grow organic consumer and retailer support for Dial-A-Distance that can be viewed and shared [here](#).

For more information about pet-related anxiety or product information, visit [www.ThunderWorks.com](http://www.ThunderWorks.com). If you are a member of the media and would like more information about ThunderWorks, or Dial-A-Distance, please contact Kerry Sutherland at K. Sutherland PR, [Kerry@ksutherlandpr.com](mailto:Kerry@ksutherlandpr.com) or (775) 360-6101.

### ***About ThunderShirt and ThunderWorks***

*Founded in 2009 in Durham, NC, ThunderWorks' mission is to bring relief to the millions of dogs, cats and their families struggling to cope with anxieties. The patented ThunderShirt applies a constant, gentle pressure to a dog or cat's torso creating a wonderful calming effect for most users. ThunderShirt has already helped millions of dogs and cats across the country and around the world. The company also donates thousands of ThunderWorks products and funding to rescue groups and shelters to help these organizations better manage their anxiety cases and find permanent homes.*

*Products are sold at [www.ThunderWorks.com](http://www.ThunderWorks.com) and by retail stores, veterinarians, trainers and kennels across the country.*

*Online: [ThunderWorks.com](http://ThunderWorks.com)*

*Facebook: [facebook.com/ThunderShirt](https://facebook.com/ThunderShirt)*

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

*Instagram: [@ThunderShirtCompany](https://instagram.com/ThunderShirtCompany)*

*Pinterest: [pinterest.com/ThunderShirt](https://pinterest.com/ThunderShirt)*