

Annual Pet Poetry Contest

Pet industry trade association launches third annual pet poetry contest for kids.

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One of this year's contest winners, Taylor Bentel of Fort Pierce, Fla., receives an award from APPA President Bob Vetere for her untitled poem about her menagerie of animals.

The American Pet Products Association (APPA), a pet industry trade association, kicks off its Third Annual Children's Pet Poetry Contest on August 1, 2010. The contest is part of APPA's Pets Add Life public awareness campaign, which aims to increase pet adoption and responsible pet ownership by promoting the benefits associated with pets.

"Our goal with the Pets Add Life campaign is to help engage our nation's youth in the joys and benefits of pet ownership," said APPA President Bob Vetere. "Last year we received a great response to the contest from students, parents, teachers and principals alike, and we're looking forward to another great year of creative pet poems by inspired children across the country."

Children in grades three through five are invited to write a poem inspired by their pets and post it online at petsaddlife.org. Poems may also be mailed to Pets Add Life, 45 Winter Street, Reno, NV 89503.

The deadline for submissions is Jan. 31, 2011, 5 p.m. EST.

Two students in each grade level will be selected as winners. Winners will each receive a \$250 gift certificate for pet products and a byline in a nationally circulated publication. In addition, the six winning students' classrooms will each receive \$1,000 to spend on pet-related education.

For more information, visit petsaddlife.org.