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Give Your Pet the Gift of Health This Holiday Season

- Drinkwell® The Original Pet Fountain is the perfect gift to keep your cat or small dog happy and healthy moving into the New Year -

(Reno, NV)- June 30, 2004 Not sure what to purchase for Fluffy this holiday season? Why not give her the gift of health with Drinkwell® The Original Pet Fountain? While most people are aware of the human benefits of drinking enough water each day, many likely overlook the intake needs of their pets. Water is an essential element for both humans and pets alike, yet getting enough H2O can be challenging especially for our furry friends that prefer free-falling water to stagnant water in a traditional feeding bowl.

Studies have shown that there are thousands of cats who are very particular about their water source, making it less likely that they receive the correct amount of water needed for good health. As a caring pet owner, there is a solution to better ensure the proper hydration of your pet. Drinkwell® The Original Pet Fountain® satisfies a pet's preference for running water and need for proper hydration, while also serving as a convenience product for owners. The easily maintained product holds more than one gallon of water (with the use of an optional reservoir), and best of all keeps pets off of counters and out of sinks and toilets.

The Drinkwell® was designed and patented by licensed Veterinarian Dr. Mary Burns to encourage pets to drink more water, ultimately promoting healthier kidney and urinary tract functioning. The design features a free-falling stream that is most like the running water pets crave, and comes complete with a charcoal filter to remove bad tastes and odors leaving your pet with fresh filtered water.

“Making sure your pet gets enough water is one of the most important things you can do as a pet owner,” said Burns. “The Drinkwell offers a chance to do that without making it inconvenient.”

So for the “purr-fect” holiday gift for your pet or that of your favorite pet lover, make sure that a Drinkwell® makes its way under the tree this Christmas. Drinkwell® is available at PETsMART, PETCO and other pet retail stores throughout the country. For more information, or sales locations, visit www.petfountain.com. Suggested retail price is \$54.99.

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Founded in 1995 by Veterinarian Dr. Mary Burns, Drinkwell® The Original Pet Fountain, is the only pet fountain developed by a veterinarian. Veterinary Ventures, Inc, the manufacturer of the product, is dedicated to the development of health-related pet products for the convenience of pet owners and the well being of their pets. For more information, visit www.petfountain.com or call 866-322-2530.