

FOR IMMEDIATE RELEASE



**CURIOSITY WON'T KILL THE CAT OR DOG THIS HOLIDAY SEASON  
THANKS TO ALL-NEW 'CHRISTMAS TREE DEFENDER'**

*Launch of innovative product by Pet Guardian prevents damage and danger created when cats and pets climb into and knock down Christmas trees.*

**JOPLIN, MO – SEPTEMBER 26, 2014** –Pet Guardian™, a company created to provide products that protect both the pets we love, our family and property, today announced the availability of [Christmas Tree Defender™](#) – a patent-pending, discretely hidden barrier that keeps cats and small pets from being able to climb up into, and knock over Christmas trees.

*Christmas Tree Defender* solves the age-old problem of keeping small pets, especially cats that can't help but be attracted to Christmas trees as a play zone and scratching post, out of the tree and harm's way. Designed for easy installation hidden at the base of the tree, *Christmas Tree Defender* is reusable and adjusts to protect all sizes of artificial and real trees. *Christmas Tree Defender's* barrier not only restricts pets from climbing into the tree, but also serves to strengthen stability – preventing pets from playing in the tree and keeping it from being knocked over which can breaking lights, ornaments and household items caught in the path of falling Christmas trees.

"You need only search the web for 'cats or pets in Christmas trees' to see the prevalence of issues and dangers pets climbing into the tree creates," said Natalie Lorene Davenport, inventor and founding partner of Pet Guardian. "With *Christmas Tree Defender*, we've set out to provide peace of mind for pet owners to be able to enjoy a beautiful tree adorned with decorations, without the usual pet worries. I love Christmas and I love pets, especially cats. Our pets are our family."

According to the Cornell Feline Health Center at Cornell University's College of Veterinary Medicine, Christmas Trees, their ornaments and wires pose multiple safety threats to cats through the holidays. "Cats like to chew novel things, so make sure it's safe. If it's not safe for a child, it's not safe for a cat," says veterinarian Dr. Pamela Perry, DVM, PhD. "The best way to handle tree hazards is by making the room with the Christmas tree off-limits to your pets unless you're there to keep them out of trouble. If that's not possible, consider putting some kind of barrier up to keep pets away when you can't be watching," says Gina Spadafori of [The Pet Connection](#), as published on [www.veterinarypartner.com](http://www.veterinarypartner.com). Pets are also in danger of being poisoned if they ingest toxic sap or puncturing their mouths from sharp pine needles. *Christmas Tree Defender* is a great way to protect your pet from chewing on or breaking glass ornaments and either cutting themselves or ingesting these dangerous shards.

*Christmas Tree Defender* is made in America and available in the U.S. and internationally for \$49.99 To learn more or purchase, visit [ChristmasTreeDefender.com](http://ChristmasTreeDefender.com). Also, find *Christmas Tree Defender* on Facebook and share your own “pet in the Christmas tree” stories.

Pet Guardian is based in Joplin, Missouri, and was established to create products to protect all we love from the dangers and damage that playful pets or unintended destructive activities could bring to families and property. *Christmas Tree Defender* is manufactured in Arkansas, and is the first launch in the line of pet protection products soon available from Pet Guardian.

Inventor Natalie Davenport has a passion for creating a safe holiday season for everyone in the house. “It is truly my desire that families can enjoy their holidays and make cherished memories while keeping their pets safe. I created the *Christmas Tree Defender* for this very reason.”

Pet Guardian is on a mission to protect pets and has also announced a start up fund to help support local humane societies and animal shelters. Participating organizations can distribute promotion codes to their donors, which can be redeemed online. With each *Christmas Tree Defender* purchase, these promotion codes give back \$5 to that organization. More information about this program can also be found on their website at [www.christmastreedefender.com](http://www.christmastreedefender.com).

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