

FOR IMMEDIATE RELEASE

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Worldwise, Inc. Donates Over \$15,000 in Pet Supplies to the Comfort Dog Program in NYC Schools

Continuing an unwavering commitment to giving back, Worldwise Inc. and their family of brands (goDog®, Hear Doggy!®, TrustyPup®, SHERPA®, and Petlinks®) donated carriers, bedding, and toys for NYC Department of Education's Comfort Dog Program

Novato, CA (January 8, 2018) – Working in close partnership with the [North Shore Animal League America \(NSALA\)](#), a non-profit organization that is providing rescue dogs for New York City schools through the NYC Department of Education's Comfort Dog Program, [Worldwise, Inc.](#) (and their family of pet product brands) is proud to be the exclusive donation partner for dog toys, pet beds and pet carriers with NSALA for the Comfort Dog Program.

Now expanded to 40 schools, the dogs that are part of this program support students' social-emotional learning, help calm kids down during outbursts, ease conflicts, and provide emotional support in times of need. They even provide a non-judgmental partner for activities such as speech therapy and reading practice, and help improve school culture overall.

"We are thrilled to support the Comfort Dog Program through our partners at the North Shore Animal League of America and serve as their Exclusive Dog Product Donor for the 2017-18 school year," said Kevin Fick, CEO of Worldwise, Inc. "With an unwavering commitment to innovation, safety, style, and comfort for pets and the people that love them, Worldwise is honored to donate beds, toys, and carriers from our most popular brands such as TrustyPup, goDog, Petlinks, Hear Doggy! and SHERPA. Our hope is that these product-solutions will help keep the dogs that are part of this incredible program comfortable, happy, and safe, as they dutifully and loyally serve in NYC schools."

"Through the incredible generosity of Worldwise, our school dogs are comfortable, and have many toys to keep them occupied when at recess," states NSALA's Director of Communications Kathleen Lynn. "These donated beds, carriers, and toys from Worldwise help promote fun for our dogs

when they are on break and not teaching in the classroom and also create a safe, comfortable space in all of our schools.”

LOGO: click here -> [Worldwise, Inc.](#)

For more information on Worldwise, Inc., please visit www.worldwise.com.
For information on North Shore Animal League America, please visit www.animalleague.org.

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About Worldwise, Inc.

Worldwise believes that sustainable living is easier when it’s a natural choice. Brands such as SmartyKat®, TrustyPup®, Petlinks®, kathy ireland® Loved Ones, goDog®, Hear Doggy!®, SHERPA®, and Guaranteed On Board®, have been constantly evolving to through innovative, solution-based and proprietary product designs that make it easy and affordable for you to satisfy your pet’s most important needs. www.worldwise.com



About North Shore Animal League America

North Shore Animal League America—the world’s largest no-kill rescue and adoption organization—has saved the lives of over 1 million dogs, cats, puppies and kittens at risk of euthanasia. Through our many innovative programs, we reach across the country to rescue animals from overcrowded shelters, unwanted litters, puppy mills, natural disasters and other emergencies and find them responsible, loving homes. As a leader in the no-kill movement, we are dedicated to promoting shelter pet adoptions; encouraging spay/neuter programs; reducing animal cruelty; ending euthanasia; and advancing the highest standards in animal welfare. Please join us in saving the lives of innocent animals by donating to support our lifesaving mission.

