

# Pets Left Alone - Inside Cars

## ***ACCIDENTS CAN HAPPEN FAST!***

“It only takes minutes for a pet left in a vehicle on a warm day to succumb to heat stroke and suffocation.” ([www.paw-rescue.org](http://www.paw-rescue.org))



Every year, dogs suffer in hot cars - some dogs will obtain irreversible brain damage and / or other major organ failure – Many dogs will even die a horrible death.

# **We hear about these deaths in our community - when a guardian is caught in the act!**

**- Shown below are 3 reported deaths in June, 2012  
from an 11 day time period -**

## **Owner charged after dog dies in hot truck | KING5.com Seattle**

[www.king5.com/.../pets.../Owner-charged-after-dog-dies-in-hot-car- ...](http://www.king5.com/.../pets.../Owner-charged-after-dog-dies-in-hot-car-...) [Cached](#)

**Jun 1, 2012** – David Allen DeJong is charged with first-degree animal cruelty.

## **Dog dies in hot car at Vaughan Mills mall parking lot - thestar.com**

[www.thestar.com/.../1209061--dog-dies-in-hot-car-at-vaughan...](http://www.thestar.com/.../1209061--dog-dies-in-hot-car-at-vaughan...) [Cached](#)

**Jun 10, 2012** – As temperatures soared, a Chocolate Labrador mix **died** in the backseat of a parked **car** Sunday afternoon at Vaughan Mills shopping centre.

## **Ontario couple face charges after dog dies in hot car**

[digitaljournal.com/article/326470](http://digitaljournal.com/article/326470) [Cached](#)

**You +1'd this publicly.** [Undo](#)

**Jun 11, 2012** – It is estimated the Labrador Retriever was in the **car** parked in a suburban Toronto mall for at least two hours in the middle of a **hot** day.

**Most deaths are often concealed and NOT reported!  
It is not only embarrassing and horrible to imagine -  
but the fear of facing animal cruelty charges is real.**

**There's no one agency that keeps track of how many dogs die in hot cars – but it's estimated to be in thousands!**

Stop animal car deaths « JustOneMorePet

justonemorepet.wordpress.com/tag/stop-animal-car-deaths/

**Thousands of dogs die in hot cars each year.** Don't let it happen to ...

<http://justonemorepet.wordpress.com/tag/stop-animal-car-deaths/>

---

Dana Niguel Veterinary Hospital - Veterinarian - Dana Point, CA - Wall

**Each year thousands of dogs die in hot cars, ...**

www.facebook.com/DanaNiguelVet?sk=wall&filter=1

---

Jun 10, 2012 – Dogs in Hot Cars **Each year thousands of dogs die in hot cars**, a tragedy that's easily...

twitter.com/sitstayandplay/statuses/212052827160317953

---

**Thousands of dogs die in hot cars each year. Don't let it happen to yours.**

<http://www.examiner.com/article/thousands-of-dogs-die-hot-cars-each-year-don-t-let-it-happen-to-yours>

# Animals do not sweat like humans.

Dogs cool themselves by panting and sweating through their paws.



Even so - people leave their pets alone  
inside the car all the time!

# Many Guardians May Believe:

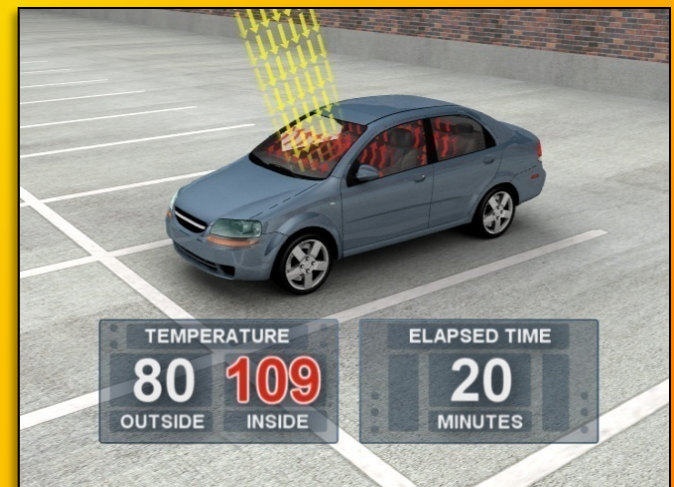
1. “I’m parked in the shade, my pet won’t suffer.”
  2. “My window is rolled down a little bit, its okay.”
  3. “The temperature outside is only 60 degrees.”
  4. “It cannot be that hot inside the car.”
  5. “My pet will be fine, I’ll be right back.”
- 

Why Don't All Guardians Understand -

## **A Car is Like a Greenhouse!**

It is a closed space with a lot of glass.

**A Vehicle's “Inside” Temperature  
Can Change Quickly!**





# A Vehicle's Inside Temperature DOES NOT Always Equal The Outside Temperature.



- A Significant Temperature Difference Can Exist -

---

It seems many people DO NOT understand just how quickly a vehicle's inside temperature can change – even with the windows cracked.

---

Every Summer, Every Year, Dogs Suffer!

- IT IS A NATIONAL PROBLEM -

*Coast to coast, every year, several organizations and many good people try to fight this battle, but It Seems Posters, Flyers, and Brochures Only Deliver Short-Term Results.*

---

# What is the Solution?

---

Ask Almost Any Professional Injury Prevention Specialist and they will say -

*Long-Term* Public Awareness = EDUCATION

*Education = Prevention!*

Prevention is the only known Solution.

# HOW CAN WE CREATE THIS LONG-TERM PUBLIC AWARENESS TO EDUCATE THE PUBLIC - WITHOUT TELLING THE PUBLIC WHAT TO DO?



Let's face it, if we tell the average person - DO NOT leave your pet alone inside the car - most people will get awfully defensive and sometimes even nasty. The General Public Does Not Want To Be Told What To Do!



# Life-Meter™

***A Commercial Grade Public Awareness Decal &  
Medical-Grade Thermometer***

## HELP PROTECT PETS

**- Display Your Vehicle's "Inside" Temperature -**

**BE THEIR VOICE  
HELP THEM BE HEARD**

**FUN AND EDUCATIONAL  
FOR CHILDREN AND ADULTS**

**For Pets Seen Alone  
- Not In Distress -  
As A Friendly Reminder  
Leave A Life-Meter™**

**Create Long-Term Public Awareness Today!**



**- Attaches to a Vehicle's "Inside" Window -**



**Displays a Vehicle's "Inside" Temperature**

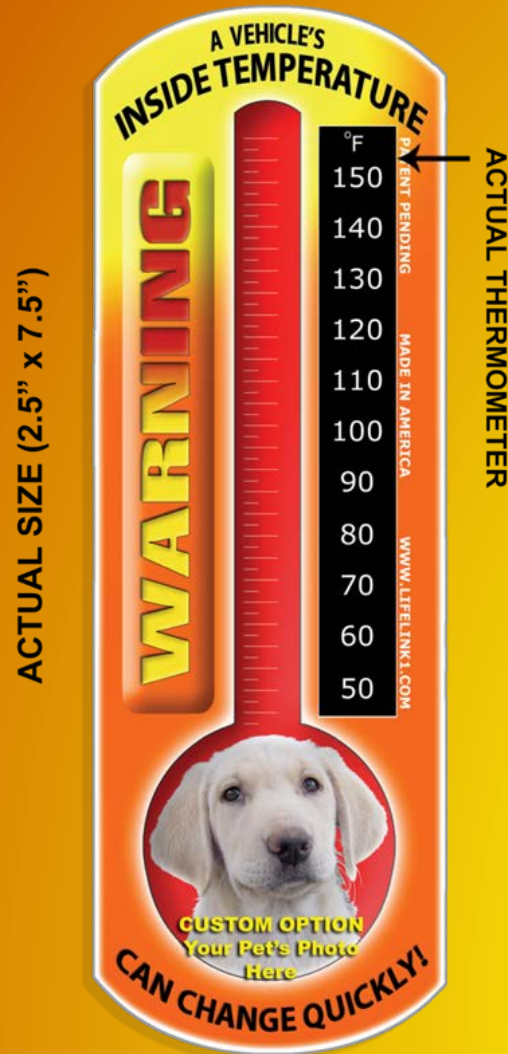
# *Life-Meter™* for PETS

– A Long-Term Public Awareness & Educational Tool –

**FUN – FRIENDLY – EDUCATIONAL**

DISPLAYS A VEHICLE'S "INSIDE" TEMPERATURE

## PRODUCT BENEFITS



Helps To Create Long-Term Public Awareness



Provides A Long-Term Visual Reminder



Displays A Vehicle's "Inside" Temperature











Fun & Educational For Children & Adults



May Create Long-Term Public Education

# **Long-Term Public Awareness & Education In a Non-Offensive Way!**

## **ADDITIONAL PRODUCT BENEFITS**

- |   |   |
|---|---|
| <br>May Help Remind The Public<br>Just How Hot a Vehicle Can Get<br>Even On A Cool Day   | <br>May Help To Educate The Public<br>Windows Partially Rolled Down<br>REALLY DOES NOT COOL DOWN THE CAR |
| <br>May Help To Educate the Public<br>How “Quickly” A Vehicle’s Inside<br>Temperature Can Change                                   | <br>The Custom Option Allows The User<br>To Display Their Pet’s Photo<br>Or Their Favorite Breed         |
| <br>Can Be A Powerful & Effective Educational<br>Tool For All Animal Lovers  | <br>May Help Prevent Animal Cruelty<br>[Dogs Suffering in Hot Cars]                                      |
| <br>When A Pet Is Seen Alone “Not In Distress”<br>Please Don’t Get Angry - Educate<br>As A Friendly Reminder-Leave A Life-Meter™ | <br>May Help To Empower Communities<br>Working Towards Prevention                                      |

**May Help Protect Pets & Prevent Tragedy**

# Prevention is the Solution

According to the professionals: Long-Term Public Awareness = Education.  
Education is the road to success!

A commercial grade **Decal** should create the  
long-term public awareness.

A medical grade **Thermometer** - showing the public a  
vehicle's inside temperature – can be quite **educational and  
even shocking!**

## Can Life-Meter™ really help educate the public?

We believe the answer is YES! **Life-Meter™** is NOT a new product  
and has a **proven track record for children!** Thanks to Life-Meter™  
and our customers media events - In 2011, our national statistics for  
children who died in hot cars was almost cut in half!

Continue...



# **National Accomplishments**

**In 2009, Life-Meter for CHILDREN - was placed in the second largest retail pharmacy chain in America. Life-Meter made global news in 2010.**

**(please visit [www.LifeLink1.com](http://www.LifeLink1.com))**

**After this International Life-Meter broadcast, several injury prevention coalitions nationwide (including many of our customers) joined force and made hyperthermia their major focus. Life-Meter has aired in many local and national television media events! (please visit [www.LifeLink1.com](http://www.LifeLink1.com))**

**In 2011, our nation's child death toll for hyperthermia in cars was significantly reduced (49 child deaths to 33 child deaths). In America, this dramatic decline has never happened before!**

**Source: [www.ggweather.com/heat/hyperthermia](http://www.ggweather.com/heat/hyperthermia)**

**In 2012, we are heading for another record breaking year!!!**

**Source: [www.ggweather.com/heat/hyperthermia](http://www.ggweather.com/heat/hyperthermia)**

**We feel the same success can be accomplished with Life-Meter™ for PETS!**



# *Display Life-Meter™ In Your Community*

*Help Create Friendly Long -Term Public Awareness & Education*

**- Retail Entrance Doors Can Be Effective Too -**

**Why display a Life-Meter™ on a retail business entrance door or window?**



**Retail entrance doors – can impact communities quickly and efficiently!**

As the guardian shops - often it's the poor pet that's left behind in the car suffering.

When the guardian enters the store, Life-Meter's clear message should be seen. Hopefully the guardian will “think about it” and their shopping trip might be just a little quicker! On the next shopping trip - their pet might be left at home.

# Life-Meter™ Displays On Almost Any Inside Window

**Easy to Install – Light Adhesive - Peel and Stick**



**In Arizona, where extreme dark tinted windows are common, some people display Life-Meter™ on their windshield.**

Arizona law allows windshield placement if the decal does not obstruct the driver's view.  
**In most states – dark tinted windows are not allowed..**

# - Retail Applications Are Available -

**HELP PROTECT PETS**

- Display Your Vehicle's "Inside" Temperature -

**BE THEIR VOICE  
HELP THEM BE HEARD**

**FUN AND EDUCATIONAL  
FOR CHILDREN AND ADULTS**

**For Pets Seen Alone  
- Not In Distress -  
As A Friendly Reminder  
Leave A Life-Meter™**

**WARNING**

**A VEHICLE'S  
INSIDE TEMPERATURE**

**ACTUAL THERMOMETER**

**°F**

150  
140  
130  
120  
110  
100  
90  
80  
70  
60  
50

**MADE IN AMERICA**

**WWW.LIFEMETER.COM**

**CUSTOM OPTION  
Your Pet's Photo  
Here**

**CAN CHANGE QUICKLY!**

Create Long-Term Public Awareness Today!

Retail – (P.O.P.) Point of Purchase - Display Header



# - Retail Applications Can Be Displayed Almost Anywhere -

## Hook Display



24/pk

## Hook, Pole or Counter Display



[ Our counter display was also designed to hang from a hook ]

Strap clips are available to mount our register display almost anywhere.



36/pk

## RETAIL

### Product Packaging

- Envelope Front -



### Product Packaging

- Envelope Back-



## MEDIA & EDUCATIONAL EVENTS

Because of our customers, Life-Meter™ makes news often. In 2010, Life-Meter™ for Children made Global News! When your media events air, please help us direct customers to the retail stores.

## PROMOTIONAL

Attn: Animal Welfare Professionals'

Life-Meter™ can be used as a promotional product - to promote your organization! Use Life-Meter™ for special events, special programs, fundraisers, and to recruit volunteers & donors.

Liability Form Included In Every Package



# Market Advertising & Exposure of:

*Life-Meter*<sup>™</sup> for PETS

## **National Strategy-**

Our efforts will begin in some of the largest cities first:  
New York, Los Angeles, Chicago, Dallas, Detroit and Phoenix.

## **Media Events-**

**We are often invited as guests on morning talk shows - radio and television stations nationwide. Our customers often air media events.**

## **Community Events-**

Animal Welfare events including spay, neuter and adoption programs.

**- America Needs A Solution -**

***WORKING TOGETHER - WE CAN MAKE A DIFFERENCE!***

**- It's All About the Animals -**

**GET INVOLVED TODAY**

***Retail Stores – Please stock Life-Meter for PETS***

***Animal Welfare Groups – Use Life-Meter as a Fundraising Tool or as a Promotional Product for your special community events and educational programs.***

***Veterinarians – Education starts with you! Please Stock Life-Meter as an innovative product to benefit your business, your community, and the animals.***

***Businesses & Sponsors – Please work with your favorite Animal Welfare Groups - help sponsor public distribution and media events to create public awareness!***

**Impact your community - Working together we can help fight animal cruelty and help stop these preventable tragedies!**

# Life-Meter for PETS

## PUBLIC AWARENESS DECAL and THERMOMETER

YOU CAN HELP EDUCATE THE PUBLIC!

ITEM # 061725

- ATTACHES TO A VEHICLE'S "INSIDE" WINDOW -

DISPLAYS A VEHICLE'S "INSIDE" TEMPERATURE

## BE THEIR VOICE - HELP THEM BE HEARD

### Benefits:

- Fun & Educational For Children & Families
- Gives Animal Lovers a Tool to be Part of the National Solution.
- Helps to remind the public just how hot a vehicle can get, even on a cool day.
- If a pet is seen alone, *Life-Meter*™ can also be left as a friendly reminder.
- CREATES LONG-TERM PUBLIC AWARENESS & EDUCATION!

**Long-Term Awareness = Education --- Education = Prevention.**

- Decal – Grabs Attention and Helps to Create Long-Term Public Awareness.
- Thermometer can be a Powerful Educational Tool.
- Custom Option allows user to display their pet's photo or their favorite breed.
- The *Life-Meter*™ tool may engage animal lovers nationwide, helping to prevent animal cruelty & tragedy, in a fun, friendly & effective manner.

### Description:

**Decal** – Durable Commercial Grade.

**Thermometer** – Quality Medical Grade – **Made in the U.S.A.**

**Custom Option** - Allows user to customize decal if they choose.

**Packaging** – Coated Gloss Envelope - Full Color Process

**Liability Form Included in Every Package**

## Display Almost Anywhere

### Hook Display

ITEM # 061725HD



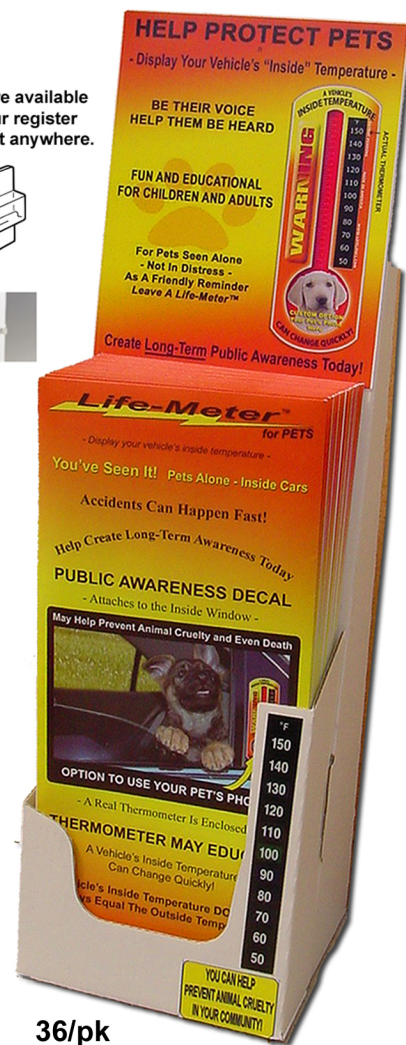
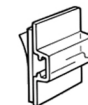
24/pk

**Get Involved!**  
**- CALL US TODAY -**  
**1-866-471-2529**

### Counter, Pole or Hook Display

ITEM # 061725CPH

Strap clips are available to mount our register display almost anywhere.



36/pk

[ Our counter display was also designed to hang from a hook ]