



Apparently fish get bored with just being in a tank and so R2Fish School created aquatic games. Your fish can practice their fin skills with a soccer field and goal or dribble (or pucker) a basketball through a hoop. [www.r2fishschool.com](http://www.r2fishschool.com)

Still on water sports, the most delightful display came from San Francisco based company Jellyfish Art. Jellyfish are being specifically bred and come in a circular aquarium with a specifically designed water flow do that 'jellies' keep floating and appear to change colour according to the programmable LED lighting. Like a living lava lamp, the unit also has a dual purpose—it's mesmerizing to cats! [www.Jellyfishart.com](http://www.Jellyfishart.com)



Pet businesses and charities are continuing to reap the benefits of social networking sites like Facebook, Twitter and to a smaller degree, LinkedIn. Pet-related small business owners have always known the power of numbers and have been turning to online avenues to get noticed. Many pet-related charities such as the ASPCA and smaller rescue operations are using social networking as part of their funding drives.

Philanthrocapitalism is a relatively new buzz-word that large and small companies are applying to their marketing. It's all about making a consumer feel good about buying a particular product because some portion of the sale goes to a charity. Mass-marketers have long realized the potential for profit when driving consumers to a product that they may not normally purchase, yet gives

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VCA  
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the consumer a sense of being a philanthropist. From dog food right through to pet insurance, many companies are pitching their products to consumers in this way.

It doesn't even have to be a pet related product that can appeal to the pedestrian philanthropist. Take for example the HoodieBuddie, a piece of apparel (a hoodie) that has a patent pending piece of technology built into these street-smart sloppy joes. The hoodies feature machine washable earbuds and an input jack in the pocket which means you can just plug in your iPod or iPhone and your good to go. Legendary actress, Betty White has lent her likeness to a new graphic range. A portion of all proceeds from the Betty White collection will benefit the Morris Animal Foundation, an animal health organization, for which Betty serves as a trustee.

Even with the effects of the GFC, big American pet store chains still seem to be thriving. PetSmart, Phoenix-based pet supplies retailer, which posted revenue of \$5.7 billion in 2010 has just announced that its two top executives each earned more than 6 million USD. That's a whole lot of kibble. PetSmart is a large retail chain that operates in both the US and Canada. Their operation started as a 'warehouse' retail style operation until they changed the format of their stores in early 2000. PetSmart remodelled most of its stores so that they had less of warehouse feel to more standard retail frontage. The chain has over 1,160 stores operating in 165 locations and offers all sorts of services, from grooming, dog day camps, veterinary consults and even offers adoption services for local shelters.



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