

Calling All Canadian Surfin' Dogs! Lucy Pet's Gnarly Crankin' K-9 Wave Maker is Headed to Woofstock, Toronto: North America's Largest Outdoor Dog Festival

Lucy Pet's Gnarly Crankin' K-9 Wave Maker Kicks-Off 'Wave Tour II' This Year
including Canada for the First Time

TORONTO (May 8, 2017) - For the first time ever, Canadian dogs will get the chance to yell "surf's up" and head over to Lucy Pet's Gnarly Crankin' K-9 Wave Maker to see if they have what it takes to hang twenty (as only a dog can do). Back by popular demand after a wildly successful appearance in the 2017 Rose Parade, Lucy Pet's Wave Maker will cross the U.S. border for the first time to attend Toronto's Woofstock Festival.

All Toronto area pet parents can bring their dogs to Woodbine Park on May 27 from 10 a.m. to 6 p.m. and May 28 from 10 a.m. to 5 p.m. to see if they have what it takes to surf the Lucy Pet Wave Maker.

The Lucy Pet Crankin' K9 Wave Maker is a one of a kind portable invention designed exclusively for Lucy Pet by American Wave Machine. It consists of a 75 foot trailer filled with 19,000 liters of water (5,000 gallons) and an automatic wave generator.

In addition to determining if a dog is a surfer "dude," or surfer "chick" they will have the chance to win prizes and social media fame all across Canada.

"We are really excited to bring Lucy Pet's Gnarly Crankin' K-9 Wave Maker up north and across the Canadian border to make new friends," said Joey Herrick. "After so much success in the U.S. last year, we wanted to share the experience with Canadian pet parents too. Participating in Woofstock, named the Best Festival in Canada, is the perfect opportunity to do just that. We can't wait!"

Products With A Cause

Lucy Pet is committed to helping animals by donating to the Lucy Pet Foundation, whose mission is to reduce pet overpopulation and support other animal welfare causes.

About Lucy Pet

Lucy Pet is a family-owned and operated pet product business based in Thousand Oaks, California. Proceeds from the brand directly fund its 501 (c) (3) non-profit Lucy Pet Foundation. The foundation's mission is to reduce pet overpopulation and the euthanasia of over 80,000 dogs and cats per week in the United States.

From Formula for Life™ dog and cat food, pet shampoos/leave-in conditioners to Lucy Pet Cats Incredible cat litter, Lucy Pet develops quality products for pets' health and wellness. Their products are made in the U.S.A and can be found in pet specialty stores across the U.S.A. and worldwide. For more information please go to www.lucypetfood.com or follow Lucy Pets and their spokedog, Surfin' Jack on Facebook, Twitter and Instagram: @LucyPetProducts and @SurfinJackDog.

About Woofstock

Woofstock, North America's largest outdoor festival for dogs, has grown into a tour de force, drawing tens of thousands of dogs and their human companions from across Canada and the U.S. every year. With its attendance increasing annually and the continued support and participation of top pet brands, Woofstock has been named Best Festival in Canada awarded by Canadian Special Events.

FOR MORE INFORMATION: Please call 416-234-WOOF or visit www.woofstock.ca