



LuvGear Kicks Off Casting Call for Canine Models

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Canadian company LuvGear is on the hunt for two dogs to be the (furry) faces of its new Planet Petco-branded canine apparel and accessories.

LuvGear's Top Dog photo contest invites dog owners to submit photos of their pooches for a chance to have their pet featured on the packaging of Planet Petco products made with LuvGear's TempAlert technology.



LuvGear is searching for two dog models to be the face of new Planet Petco products that incorporate its TempAlert technology.

TempAlert technology is designed to warn dog owners when external temperatures are reaching levels that may be harmful or fatal to their pooch. Specifically, when outside temperatures reach about 100 degrees, the blue/purple thermometer icon featured on the clothing, harness or paw protector changes to reveal the word "alert."

Petco's eco-conscious Planet Petco line, which launched earlier this year, includes pet accessories, toys, furniture and care products made from recycled materials and/or natural, renewable materials. One percent of Planet Petco sales go to environmental nonprofits that participate in the "1% for the Planet" program.

The pet specialty retailer expanded the line last month with the launch of LuvGear's TempAlert products, which include dog tank tops, dresses, harnesses and paw protectors.

To enter LuvGear's Top Dog contest, dog owners must submit a photo in either the small dog or large dog category at [LuvGearContest.com](#) by June 30. LuvGear, which is based in Montreal, Quebec, will pick 10 finalists. Then, the public will have a chance to vote for their favorite finalist.

The dog with the most votes in each category will be crowned LuvGear's top dogs. The winners will have their photo featured on Planet Petco with LuvGear Technology product packaging and receive a Planet Petco gift pack.

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