



# ZuGoPet: FIRST MULTIFUNCTIONAL DOG CARRIER KICKS OFF KICKSTARTER CAMPAIGN TO END TRAVEL ANXIETY FOR PETS EVERYWHERE

*April Fools Day Campaign Launch Encourages Pet Owners NOT to be Foolish when it comes to the Safety and Wellbeing of Their Small Pets*

LOS ANGELES, CA, USA, April 1, 2015 /EINPresswire.com/ -- ZuGoPet Inc., Creators of the first multifunctional pet carrier for small pets that incorporates a carrier, purse, leash, bed and car seat into one innovative safety product, is launching a Kickstarter campaign to help push its pet and owner-friendly designer bags into production.

Deliberately launching on April first, April Fools Day, this campaign is meant to bring further awareness to the issues of pet travel safety & anxiety. Over 10.7 million dogs suffer from anxiety.

CEO and Founder of ZuGoPet, Juls Bindi, spent more than four years conducting dedicated research, rigorous safety tests, and extensive prototype development due to personal issues she faced with her precious pooch, Russell. "Like many small dogs, Russell suffered from severe travel anxiety, which made air travel or even short trips in the car a stressful experience. Aiming to alleviate his anxiety, I searched high and low for a suitable product with no luck. That's when I decided to take matters into my own hands," said Bindi. "Most of us consider our beloved pets to be part of the family. Just like our family we want them to be healthy and happy, especially when they travel with us. Russell is an important part of my family. He was the inspiration behind ZuGoPet and now the safety and wellbeing of pets everywhere are my motivation."

## ZuGoPet Bag Features

The ZuGoPet Bag, is a luxury pet carrier designed to help dogs feel comfortable, secure and happy while providing a stylish carryall for owners. Every bag includes an adjustable belt for secure traveling and is 100% airport compliant. Three leash attachments allow for hands-free walking while the waterproof interior makes it easy to clean any messy surprises.

## Kickstarter Campaign Support

To support ZuGoPet Inc. to push this product into production, please make your contributions here: <https://www.kickstarter.com/projects/1052994719/1412230670?token=8f755f52>

## About ZuGoPet

ZuGoPet, Inc. is dedicated to helping animals everywhere. The founder and CEO, Juls Bindi, is an advocate of animal welfare and developed the "Buy a Bag, Save a Life" Campaign, with the brand committing \$1 from the sale of every one of its product to charity. To learn more about ZuGo Pet please visit <http://www.zugopet.com>, find us on [Facebook](#) or watch this helpful how-to video <https://www.youtube.com/watch?v=Jq0r2sc1fzE>

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