**Sample: Press Release**

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**ACME PET TREATS ANNOUNCES LAUNCH OF REVOLUTIONARY PET TREAT DURING GLOBAL PET EXPO 2024**

**Orlando, Fla.** – **Month, Day, 2024** – ACME Pet Treats (ACME) announced today that it will unveil a revolutionary pet product during Global Pet Expo taking place March 20-22, 2024, in Orlando, Florida. ACME's hot new product, "Treetz," is sure to bring joy to pets and owners alike as this product, which resembles the popular human "tic tac" mints, promises to keep your pet's breath fresh for 24 hours!

The product will be shown at Global Pet Expo for the first time and promises to be one of the hottest pet products released this year.

"We are thrilled to reveal this exciting new product at Global Pet Expo,” said ACME PetTreats President and CEO John Smith. “This is the perfect opportunity for us to show the world that we have created a product that will make owning a pet a more enjoyable experience than ever. "

"Treetz" will be available to the public in March 2024 at pet superstores and local pet supply shops. The product will retail for $10.99 per unit. Media and buyers attending the show can visit ACME's booth #123 to learn more about the product and see samples.

In conjunction with the “Treetz” launch, ACME PetTreats is excited to announce that it is launching a new philanthropic partnership with the American Animal Shelter (AAS). For each bag of treats sold, $5 will be donated to helping AAS find pets their ‘fur-ever’ homes.

For more information, visit ACMEPetTreats.com/Treetz.

**About ACME PetTreats**

Founded in 2000, ACME PetTreats is an established leader in the pet treat space. Known for conducting extensive research on its products before going to market, ACME has numerous lines of pet treats perfect for animals of all types and sizes ranging from dogs to small animals, reptiles and more. For more information, visit ACMEPetTreats.com.