

## **LONG LEASH ON LIFE® DONATES PET OXYGEN MASKS TO LOCAL FIRE DEPARTMENTS**

Long Leash On Life, a locally owned and operated pet health food store in the Northeast Heights of Albuquerque, recently donated pet oxygen recovery mask kits to the Bernalillo County Fire Department. Long Leash On Life is also generously donating kits to the Albuquerque Fire Department, Rio Rancho Fire Department as well as nine districts in Sandoval County including Algodones, Zia Pueblo, La Cueva, Ponderosa, Peña Blanca, Regina, Torreon, La Madera and the Placitas Volunteer Fire Brigade.

The owners of Long Leash On Life, Norm Shroud and Ken Wormser, queried each fire department for the quantity of pet oxygen recovery mask kits needed to best serve their respective districts. Each department assessed their needs based on the logistics of how vehicles are routed to emergencies. In all, nearly fifty kits are being donated across north central New Mexico.

Each kit contains three different sized pet oxygen recovery masks to fit most dogs, cats and small pets. Also included in each kit is oxygen tubing and detailed instructions on the recommended oxygen flow based on the pet's weight. The kit comes in a handled carrying case that allows for both easy transport and quick access during any emergency. Unlike the human oxygen masks, these cone-shaped masks slip over the animal's muzzle, which concentrates the flow of oxygen to allow for more rapid recovery.

Long Leash On Life co-owners Wormser and Shroud were looking for a way to give back to the community who has been very supportive of them. *"Pets are family,"* says Shroud, *"Any way that we can help protect pets from potential harm is totally worthwhile."* Wormser adds, *"Our customers live all across the Albuquerque metro area as well as in outlying areas. It is important to us that not only our customer's pets are kept safe, but that everyone's pets are kept safe, as well. That's why we reached out to all of our local fire departments, to get the best coverage across our region."*

With the fast approaching fire season, Shroud and Wormser thought it best to expedite the donation process to get all the pet oxygen recovery mask kits in place as soon as possible. With the potential dangers associated with fire, you can never be too prepared.

As any fire fighter will attest to, the administration of oxygen is the first line of defense for smoke inhalation at any emergency fire scene. Now in Albuquerque and surrounding areas, dogs, cats and other small pets suffering from smoke inhalation or any other resuscitation-necessary emergency will have better access to that oxygen and a better chance for survival, thanks to these pet oxygen recovery masks now in the possession of our local fire departments.