



Office of the Mayor

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New Brunswick, New Jersey

Media Release

For Immediate Release

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New Brunswick Fire Department Now Equipped with Special Oxygen Masks for Pets

Masks donated by at-home pet services provider Canine Company

NEW BRUNSWICK, NJ (October 28, 2019) - The New Brunswick Fire Department recently received a donation of six sets of specially designed oxygen masks for pets from Canine Company, a Northeast-based provider of at-home pet services. The kits will be deployed across the department's six primary response units allowing first responders to resuscitate family pets on the scene in an emergency.

Lieutenant Alex Eristavi, who oversees the Fire Department's medical equipment, says, "We are proud to add this equipment and training to our existing resources. We recognize that many residents consider pets part of their family, and will do our best to offer assistance to pets affected by fire incidents." He adds the company's grant program was brought to the department's attention by Mrs. Jessica Newcomb, a New Brunswick resident and local nurse. "Without cost to our tax-

payers,” adds Eristavi, “we now have six of our front-line units equipped. We are thankful to add another new resource to our department’s expanding capabilities.”

The cone-shaped masks donated by Canine Company are designed specifically for a pet’s snout, which human masks don’t fit. Each set includes masks to accommodate pets from small mammals to giant breed dogs.

According to Canine Company, 4 pets’ lives have been saved so far this year by first responders in New Jersey using donated masks.

“We thank these first responders for caring about the well-being of family pets and are happy to provide these mask kits to them,” said Renee Coughlin of Canine Company. “Our company mission is to help families keep their pets healthy, safe and happy at home. We do that with our products and services, like Invisible Fence® systems and Manners training, but also with this important charitable program.” Canine Company also offers free “Pets Inside” decals to local pet parents, which are available from the fire department.

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as “The Healthcare City.”

All of New Brunswick’s developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.