

# New BiOrb to Benefit Autism Research

Casco Group Inc. and Reef One unveiled their new program to benefit Autism Speaks, an organization that funds autism research, at the Global Pet Expo in Orlando, Fla.

Under the program, a portion of proceeds from a specially created blue BiOrb will be donated to Autism Speaks. In addition, the group will donate BiOrb aquariums to autism centers across the United States.

Some studies have suggested that watching fish can reduce stress and anxiety, promote relaxation and enhance learning abilities for children with autism, according to the companies.

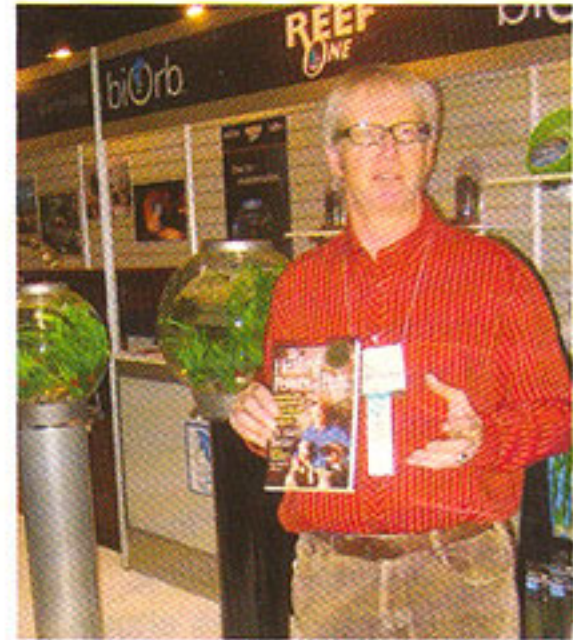
The special BiOrb features a light blue shade associated with Autism Speaks. The companies also will include other color products in the program, so

essentially anything labeled with Autism Speaks will be part of the program, said Paul Stevenson, managing director of Reef One.

"We are honored to help this organization and cause, any way we can," said Craig DeWalt, president and chief executive officer of Casco. "Autism is a tragic disease and we hope the BiOrb can help promote healing and relaxation for autistic children and ultimately help fund and find a cure."

The companies will also include educational materials about autism in their marketing materials and outreach efforts.

The program will last as long as retailers are interested in carrying the products, Stevenson said, noting that the companies would consider adding additional products to the program if



**Marty Becker, author of "The Healing Power of Pets," explains how aquariums can help soothe autistic children during the launch of the Autism Speaks blue BiOrb.**

retailers requested. Both Petco and Petsmart were planning to participate, Stevenson said.

Reef One recently launched a similar program in its U.K. home market.