

BowTie Launches ReptileChannel.com

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During its first week, visitors can win thousands of dollars of giveaways from various sponsors, including Big Apple Pet Supply, The Bug Co., CagesByDesign.com, Doctors Foster and Smith, Ghann Crickets, Jungle, Natural Chemistry, RodentPro.com, Tetra Fauna, The Urban Gecko and Zoo Med Laboratories.

The site provides in-depth reptile and amphibian information by the editors of Reptiles magazine and more than 250 species profiles. "This is an incredible information resource, but most of all, it's a place where enthusiasts of all levels can share their reptile tales, experiences and obtain useful information to better care for their pets," said Russ Case, a group editor at BowTie, Inc.

Visitors also can sign up for Club Reptile and earn points for sponsor-provided products, magazines and books. Members earn points by participating in surveys and forums and playing virtual games.

BowTie's other Animal Network sites include KoiChannel.com, DogChannel.com, CatChannel.com, FishChannel.com, BirdChannel.com and HorseChannel.com.