Encinitas, CA -- When "just a few minutes" for a dog or child sitting in a closed vehicle turns into 5 or 10 minutes, it can become deadly. That's why Rancho Coastal Humane Society (RCHS) spokesman John Van Zante will lock himself in a closed vehicle to show how quickly temperatures can rise to deadly levels. This year's news conference and demonstration will begin at 1:45 Thursday afternoon, July 2 at RCHS, 389 Requeza Street in Encinitas.

Van Zante recalls a family rushing their dog to a veterinary hospital after leaving it in the car. By the time the family returned, it was too late. A veterinary technician later told him, "I can't imagine a worse way for a dog to die."

“The most dangerous part of summer heat for pets (and people) in cars is that the temperature rises so high...and so fast,” according to Van Zante. "We've seen the temperature in a closed vehicle rise from 80 to 112 degrees in less than two minutes. By 10 minutes it was 138 degrees and in an hour it was 160. That's enough to kill a pet....or a person. It's not worth the risk to leave pets or kids in the car while we run into the grocery store for milk and bread."

Since dogs don't sweat (except a little through their paws), they pant to cool off. When air temperature is higher than a normal 101 to 102 dog body temperature, panting increases the dog's temperature. Heat stroke occurs when a dog's body cannot cool. That can lead to multiple organ failure.

Symptoms of heat stroke include panting, red gums, irregular heartbeat, and disorientation (almost like your dog looks drunk.)

If your dog shows signs of heat stroke, start by spraying it with cool (not cold) water, wrap it with cool towels, and take it to your veterinarian.

Van Zante reminds dog owners to watch out for hot paws on the sidewalk, pavement, and even sand. "And while we may want to take our dogs along to a picnic or 4th of July fireworks, they'll be safer at home in a cool, secure area.

The summer heat demonstration begins at 1:45 Thursday, July 2 at RCHS, 389
Requeza Street in Encinitas. Reporters are welcome to join Van Zante in the vehicle at their own risk starting at 2:00 PM Seating is first come – first served.