

## New Campaign Aims to Improve Pet Care

**Maddie's Fund launches Pets Love Vets to promote regular vet visits.**

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Posted: June 21, 2008 2 a.m. EDT

In an effort to encourage more pet owners to seek regular veterinary care for their companion animals, Maddie's Fund has launched the Pets Love Vets campaign in northern Nevada. The campaign aims to educate cat and dog owners about the benefits of regular veterinary visits and help them find local veterinarians. One of the program's goals is to help pet owners view veterinarians as trusted sources of information about pet care.

Pets Love Vets kicked off this week with a television ad campaign on network and cable stations in northern Nevada. The ads, will run until mid-July.

"Pets are like members of our family," said Richard Avanzino, president of Maddie's Fund, an animal welfare organization. "Just as we rely on a family doctor for ourselves and our children, our pets, too, deserve regular care. We believe that starting a lasting relationship with a trusted, local veterinarian is one of the best ways to ensure longer, healthier lives for pets."

Maddie's Fund launched the Pets Love Vets campaign in northern Nevada in conjunction with programs already underway to improve pet welfare. The campaign complements a low-cost spay/neuter program for low-income residents.