

Campaign Touts Vets As Pets' Best Friends

The goal is to encourage Nevada cat and dog owners to provide routine health care.

By Marissa Heflin

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To help promote regular veterinarian visits for pets, Maddie's Fund has launched the Pets Love Vets campaign in Northern Nevada.

It includes a paid TV advertisement that encourages pet owners to visit their veterinarian and establish an ongoing relationship of care. Campaign flyers also will be distributed to veterinary hospitals and pet stores.

"Pets are like members of our family," said Rich Avanzino, president of Maddie's Fund. "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."

Northern Nevada was selected as a pilot site to complement current pet welfare activities going on by local veterinarians and shelters because it has an excellent animal wellness network, Avanzino said. Pets Love Vets is Maddie's Fund's second project in the Northern Nevada area.

In February, the Society for the Prevention of Cruelty to Animals of Northern Nevada launched a low-cost spay/neuter program for low-income residents in order to reduce the area's animal shelter population. If the Pets Love Vets campaign proves successful, Maddie's Fund plans to expand coverage to other states, Avanzino said.