

Pet Adoption Education Program to Launch

Petfinder.com's FurKeeps program will help people adopt and keep their furr-ever friends.

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Petfinder.com will launch an educational program March 8 for people considering adopting pets and those who have recently adopted. The goal of the program, called FurKeeps, is to ensure that pet adoptions last a lifetime.

Since 1995, Petfinder.com has succeeded in finding homes for approximately 15 million animals as the largest online database of adoptable pets. Unfortunately, adopted pets sometimes end up right back where they started — in shelters.

According to a recent survey conducted by Petfinder.com, 84 percent of animal adoption organizations reported having adoptable pets that were relinquished because of issues that could have been resolved with the proper training and resources. More than half reported that these surrenders occurred within the first two years after adoption.

“Adoption is just the first step in becoming a pet parent,” said Betsy Saul, co-founder of Petfinder.com. “Working on a relationship with your pet is just as important as those you build with your family and friends — it takes time, love and commitment. The FurKeeps program will ensure that pet parents get it right from the start.”

The program will kick off with an Ask the Experts campaign where current and potential pet parents will be able to access the following features: Q&A with certified pet trainers and experts in health and behavior
Extensive adoption checklists for anyone considering bringing a pet home
Resources to help potential adopters determine the best pet for their lifestyle
Training tips, tools and resources help pet parents handle potential situations