

## Pet Adoption Incentive Program Launched

**People who adopt a homeless cat from participating shelters can receive freebies and discounts.**

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Pet Assure, a pet insurance alternative service, has launched a program providing free membership for families that adopt a homeless pet.

Under the Project ASAP (Adopt to Save Abandoned Pets) program, people who adopt a homeless pet through participating shelters will receive a free six-month Pet Assure membership.

Pet Assure membership benefits include savings on veterinary care and services, food items and pet supplies, retail discounts, boarding, grooming and training.

“We understand that the six-month period after adoption can be a particularly heavy financial burden because of the fact that shelter pets are often in need of supplementary health care. This free membership, which covers all of the family’s pets, makes it easier for people to adopt these pets in need,” said Jennifer Warwick, CVT, Project ASAP director.

Pet Assure said it’s allocating \$500,000 for direct donations to shelters that participate in Project ASAP and another \$7.5 million in free memberships toward the cause.

“Abandoned pets need homes, and Project ASAP is dedicated to supporting animal shelters with home placement for the nation’s orphaned pet population. Our goal is to help shelters place these pets because all animals deserve the love of a family,” said Charles Nebenzahl, Pet Assure president and CEO.

All pets are eligible for Pet Assure, regardless of type, age or existing health conditions, and ID tags are included in every Pet Assure membership. For more information, [click here](#).