

Healthy pets



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GET INVOLVED BY: Thursday, March 5
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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Approximately 41 per cent of Canadian households have a dog and 37 per cent have a cat, according to Kynetec research. Pet ownership continues to rise, with a growing body of scientific evidence showing that pets contribute to both the physical and mental well-being of people. Strategically timed just prior to International Pet Day on April 11th.

Proposed topic highlights:

PET HEALTH – Improving health outcomes with lifestyle choices, nutrition, supplements and treatments.

TECHNOLOGY – From animal management software to RFID microchip identification and GPS tracking and activity monitoring.

INSURANCE – Pet health insurance options and their implications.

TRAVELS WITH YOUR PET – Pet-friendly destinations and facilities.

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