

# International Dog Day



**PUBLICATION DATE:** Friday, August 26

**GET INVOLVED BY:** Monday, July 18

**PRINT/DIGITAL AD MATERIAL DUE:** Friday, August 19

**INVESTMENT:** SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

Canada is home to the highest percentage of pet owners in the developed world, with an estimated one third of Canadian households owning a dog. This special feature, published to coincide with International Dog Day, will look at the trends and insights informing the outlook of Canada's "pet parents."

## Proposed topic highlights:

**ADVOCACY & ADVICE** – Advancing awareness and providing resources and support.

**HEALTHY DOGS** – Food and supplement choices and grooming and boarding options.

**INSURANCE & CARE** – Pet insurance and veterinary care.

**INNOVATION** – Product innovation providing helpful gadgets and tools.

**IMPACT** – The benefits and challenges of living with canine companions.

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**GET INVOLVED TODAY. CONTACT:**

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Inspiring collective action for our ocean, our climate, our future

**CANADA'S OCEAN SUPER YEAR:** The next 12 months are expected to result in unprecedented international action for the ocean

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|---|---|--|--|--|
| <b>June 27 - July 1, 2022:</b><br>United Nations Ocean Conference | <b>August 11 - 24, 2022:</b> 5th Intergovernmental Conference on Marine Biodiversity of High Seas | <b>Fall 2022:</b> 15th Conference of the Parties to the Convention on Biological Diversity | <b>November 2022:</b> 27th Conference of the Parties on Climate Change | <b>February 2 - 6, 2023:</b> 5th International Marine Protected Areas Congress (Toronto, Canada) |
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