



200-1200 Portage Avenue  
Winnipeg, MB R3G 0T5

## News Release

For immediate release:

### **Petsecure Pet Insurance Ensures BC SPCA's Adopted Pets are *All Taken Care Of* Through Their New Partnership**

**Winnipeg, Manitoba – November 29, 2010:** Petsecure pet insurance and the British Columbia Society for the Prevention of Cruelty to Animals (BC SPCA) are proud to announce a new partnership providing all cats and dogs adopted through the BC SPCA with a six week trial of pet insurance through Petsecure's Adoptsecure Program.

Each pet adopted from any of the 36 BC SPCA branches across British Columbia will go home with a trial of Petsecure pet insurance for accidents and illness valued at up to \$500.

"As the leading pet insurance provider in Canada, we are very proud to be the pet insurance provider of choice for the leading animal welfare organization in British Columbia," says Randy Valpy, President and CEO of Petsecure pet insurance. "This program introduces new pet parents to the importance of pet insurance and responsible pet ownership and provides them peace of mind while they are getting their newest family member accustomed to their new home."

"We are delighted to be partnering with Petsecure and to be able to offer new adopters and their animals this added benefit," says Craig Daniell, chief executive officer for the BC SPCA. "Not only does the program promote the health and well-being of the animals leaving our branches, but it also highlights the responsibility of pet guardians to plan for the life-long care of their animals."

In addition to providing the six weeks of coverage to all new dog and cat owners, Petsecure has committed to supporting the BC SPCA through \$140,000 in donations to the organization over the next two years. As the BC SPCA is a not-for-profit charity, this funding will help the BC SPCA's work with the homeless, abused, injured and neglected animals of British Columbia.

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#### **About Petsecure pet health insurance:**

Petsecure pet insurance, the core brand of Western Financial Insurance Company, is a wholly owned subsidiary of Western Financial Group (TSX: WES). Petsecure is Canada's oldest and largest pet insurance provider with over 20 years of offering innovative pet insurance to Canadian pet parents. Petsecure has 2 unique pet insurance options to choose from; *Petset* which offers basic, value-priced coverage or *Secure For Life™* which offers the most comprehensive coverage in Canada. Petsecure also offers dental coverage and special coverage including alternative treatments, behavioural therapy and medical devices. Petsecure is the only pet health insurance provider in Canada to offer their exclusive *Secure For Life™* guarantee.

#### **About the BC SPCA:**

The BC SPCA is a non-profit organization funded primarily by public donations. Our mission is to prevent cruelty and to promote the welfare of animals through a wide range of services, including cruelty

investigations, emergency rescue and treatment, sheltering and adoption of homeless and abused animals, humane education, advocacy, farm animal welfare, spay/neuter programs, and wildlife rescue and rehabilitation.

For more information on Petsecure visit [www.petsecure.com](http://www.petsecure.com).

**For more information, please contact:**

Mika Sanson, Manager, Marketing & Communications

Petsecure pet health insurance

Phone: (204) 942-2999 ext. 7297

E-mail: [msanson@petsecure.com](mailto:msanson@petsecure.com)